

## Media Interaction Guidelines & SOP

### Objective

To ensure all media interactions reflect the school's ethos, protect student privacy, and promote positive storytelling while having clear protocols in case of crises.

### I. General Guidelines for Media Interaction

Area	Guideline
<b>Approval &amp; Authorization</b>	All media content—print, digital, social, or broadcast—must be reviewed and approved by the Principal.
<b>Spokesperson Protocol</b>	Only the Principal or an appointed media representative should communicate with external media.
<b>Consent &amp; Privacy</b>	Any mention or visuals of students must have prior written consent from parents/guardians.
<b>Media Partnerships</b>	Collaborations with local media must be formally approved and aligned with school values.
<b>Representation</b>	Communication must uphold neutrality (no political, religious, or commercial bias).
<b>Tone &amp; Language</b>	Professional, respectful, child-centric, and free from inflammatory or defensive language.

### II. Social Media & School Handles

Area	Guideline
<b>Content Approval</b>	Only pre-approved content by the Principal or delegated PR-in-charge should be posted.
<b>Storytelling Focus</b>	Use social media to showcase school life: academics, co-curriculars, student voice, and achievements.
<b>Frequency</b>	Maintain a steady posting rhythm (e.g., 2–3 weekly posts).
<b>Photo/Video Usage</b>	Only post media with clear consent and ensure the dignity and safety of students.
<b>Engagement Monitoring</b>	Appoint a digital media team to moderate comments and respond to queries responsibly.

### III. Crisis Communication SOP

Stage	Action
<b>1. Immediate Reporting</b>	Any incident that may attract media attention must be reported to the Principal immediately by staff.
<b>2. Fact-Check &amp; Hold Statement</b>	Verify all facts internally; release a brief “under review” holding statement if necessary.
<b>3. Appoint Spokesperson</b>	Only the Principal or designated official will address the media.
<b>4. Internal Communication</b>	Notify staff and parents with approved internal messages to avoid misinformation.
<b>5. Media Statement</b>	Draft a factual, non-speculative, sensitive statement after legal/CBSE consultation.
<b>6. Post-Crisis Review</b>	Conduct internal review; document learnings and update SOPs accordingly.

### IV. Recordkeeping & Transparency

- Maintain a **Media Interaction Log** (date, topic, outlet, spokesperson, summary).
- Archive all published content.
- Keep copies of all parent consent forms for any student appearances in media.

### V. Periodic Training

- Annual workshop for staff on **media sensitivity, student privacy, and reporting protocols**.
- Brief student leaders (e.g., head boy/girl) on responsible social media and public speaking.

### References

- CBSE Circulars on School-Social Media Use
- POCSO Guidelines (re: student identity in public platforms)
- IT Act & Data Protection Guidelines