

Social Media Advisory for Principals

Purpose

To guide school principals in maintaining a positive, professional, and safe social media presence while managing communication with students, staff, and the wider community.

Adhere to CBSE Policies on Digital Communication

- Follow CBSE's prescribed guidelines for digital conduct and communication, including respecting privacy and data protection norms.
- Ensure compliance with CBSE circulars related to social media usage and cyber safety.

Set Clear Communication Policies

- Develop and share clear social media guidelines for staff, students, and parents.
- Define acceptable use, content standards, and privacy expectations.
- Ensure policies align with legal and CBSE requirements.

Maintain Professionalism and School Integrity

- Use official school social media accounts for all school-related communication and announcements.
- Avoid sharing personal opinions or unverified information related to school matters on social platforms.
- Uphold the school's image by posting only factual, respectful, and positive content.

Protect Student and Staff Privacy

- Do not disclose sensitive personal information of students, parents, or staff online.
- Obtain written consent before posting any images, videos, or student work on social media.
- Follow CBSE's guidelines on safeguarding student data and confidentiality.

Monitor and Respond Thoughtfully

- Keep track of social media conversations related to the school.
- Respond promptly and thoughtfully to queries or concerns, avoiding emotional or defensive replies.
- Use social media to positively promote school achievements and activities.

Promote Digital Citizenship

- Encourage teachers and students to model respectful and responsible online behavior.
- Support awareness campaigns on cyberbullying, misinformation, and online safety.
- Facilitate training or workshops on social media literacy for the school community.

Handle Crises with Care

- During crises or sensitive situations, communicate verified facts clearly and calmly.
- Avoid sharing unconfirmed information or engaging in arguments online.
- Use social media updates to reassure and inform stakeholders regularly.

Respond to Online Concerns Responsibly

- Address concerns or queries on social media promptly and professionally.
- Avoid engaging in public arguments or sharing unverified responses.
- Escalate serious issues, such as cyberbullying or misinformation, to CBSE authorities and local law enforcement as per CBSE protocols.

Collaborate with Stakeholders

- Engage with parents, staff, and students constructively on social media platforms.
- Foster a positive online community that supports school values and goals.
- Address misinformation swiftly with accurate information.

Promote Awareness on Cyber Safety

- Organize and support CBSE initiatives like **Cyber Jaagrookta Diwas** (Cyber Awareness Day) to educate students and staff.
- Facilitate workshops or training sessions on cyber safety, digital etiquette, and responsible social media use aligned with CBSE manuals.

Implement CBSE's Cyber Safety Manual Recommendations

- Integrate CBSE's Cyber Safety Manual guidelines in school policies and daily practice.
- Encourage teachers and students to follow safe online practices, including strong passwords, privacy settings, and ethical behavior.

CBSE Guidelines

The Central Board of Secondary Education (CBSE) has proactively addressed cyber safety and cybercrime awareness through various initiatives and resources aimed at students, teachers, and schools. Here's an overview of CBSE's guidance and actions:

Cyber Safety Manual

CBSE has developed a comprehensive **Cyber Safety Manual** for students in Classes 9 to 12. This manual covers essential topics such as: <https://www.careerindia.com+1CBSE Portal+1>

- Digital literacy and communication
- Digital rights, freedoms, and responsibilities
- Digital security and privacy
- Cyber laws and online etiquette [Stud Mentor - Where Learning Begins+1CBSE Academic+1CBSE Portal+1CBSE Academic+1CBSE+5CBSE Academic+5CBSE+5](#)

The manual serves as an educational tool to promote responsible online behavior and awareness of cyber threats.

Cyber Jaagrookta (Awareness) Diwas

CBSE has endorsed the observance of **Cyber Jaagrookta Diwas** (Cyber Awareness Day) on the first Wednesday of every month. This initiative encourages schools to: [Stud Mentor - Where Learning Begins](#)

- Organize activities and workshops focusing on cyber safety and security.
- Invite experts to discuss topics like cybercrime, data protection, and ethical online behavior.
- Promote awareness about the National Cyber Crime Reporting Portal and the toll-free helpline number 1930 for reporting cybercrimes. [Stud Mentor - Where Learning Begins](#)

Formation of Cyber Clubs

To foster a culture of cyber awareness, CBSE has recommended the establishment of **Cyber Clubs** in schools. These clubs aim to: [Stud Mentor - Where Learning Begins+1CBSE Academic+1](#)

- Educate students about cyber threats and safe online practices.
- Organize events and competitions to engage students in cybersecurity topics.
- Collaborate with local law enforcement and cybersecurity professionals to enhance learning.

Integration into Curriculum

Cyber safety is integrated into the curriculum, particularly in subjects like Information Technology. For instance, the Class XI & XII Information Technology curriculum includes topics such as:

- Understanding cybercrime and its categories
- Cyber laws and the Information Technology Act, 2000
- Cyber safety measures and ethical online behavior [CBSE Academic](#) [CBSE Academic](#)

This integration ensures that students are equipped with the knowledge to navigate the digital world safely.

Reporting Cybercrimes

CBSE emphasizes the importance of reporting cybercrimes promptly. Students and parents are encouraged to:

- Visit the **National Cyber Crime Reporting Portal**: <https://www.cybercrime.gov.in>
- Call the **toll-free helpline number 1930** for assistance and to report incidents of cybercrime. [Stud Mentor - Where Learning Begins](#)

For more detailed information and resources, you can refer to the official CBSE Cyber Safety Manual available here: [CBSE Cyber Safety Manual](#). [CBSE Academic+5](#) [CBSE Academic+5](#) <https://www.careerindia.com+5>