

# MST Social, Digital, and Print Media Policy



## INFORMATION FOR PARENTS

MST is a vibrant learning community with great stories to share. MST uses social media channels such as Facebook, Instagram, YouTube, X and other public platforms in order to have several 'windows' through which our parent community can enjoy and celebrate those stories. MST also operates a public website and appears in other forms of media (TV, print, etc.) on occasion. This is very much in line with the standard practice of other international schools in Tokyo and around the world.

When engaging in media (social, digital or print) MST staff will aim to model appropriate skills of digital citizenship and show awareness and respect for others in our community.

MST staff will adhere to and understand the following guidelines for practice:

1. Photographs and videos of your child (and other forms of media, such as audio clips of music performances, for example) may be taken by MST staff or affiliates for use in **MST publications**, the **MST public website** and **official MST social media** channels (i.e. Facebook, Instagram, etc.) to better inform the community and to share and celebrate our stories. Students' names will never appear without the express permission of parents and would only be used in exceptional circumstances (if a student were to achieve notable success in a competition or award, for instance).
2. MST staff only use official MST social media channels to share MST stories.
3. MST staff utilize school-issued devices for recording and sharing content. If for any reason a personal device were used to capture an image or video (on rare occasions when a school device was not available), content is deleted once uploaded to an official MST channel.
4. MST staff will not share anything which reveals the identity or current location of MST students or staff such as specific locations of trips and travel and names attached to faces. If the name of the specific location of a trip is shared, this will only be shared after the class has returned from the trip.
5. On occasion, MST may host visits from the media who may wish to interview students and shoot footage for broadcast or publication. Stories explicitly featuring your child will not be permitted without the express permission of parents.
6. MST cannot be held responsible for third party posting or reposting to or from official MST channels (for example, the posting onto the Facebook page of photos by former MST students or parents). See below for more on community etiquette.

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## PARENTAL RIGHTS AND RESPONSIBILITIES

1. Parents should be aware that images of MST students are used in **official print or audio/visual publications, visiting external media, official MST social media channels** and the **MST website**).
2. Any family who would like to request that the use of their child's image be more minimal or not featured prominently (e.g., on the landing page of our website) can register this preference with school administration by emailing [info@montessorijapan.com](mailto:info@montessorijapan.com).
3. We ask for parents' understanding that their child may still be included in situations where students are part of a larger group (such as a whole class/team photograph, general footage of a classroom/garden/field trip, etc.) as our experience has been that it can be difficult for one or two students to be asked to move aside during group photographs.
4. MST students are encouraged to develop and share their learning with others. This may include, with the support of their teachers, the use of an appropriate social media platform for showcasing work. MST Parents and other community members are encouraged to share official school stories through their own social media networks as well. Community members are asked to respect child protection practices by posting sensitively and in a way that preserves anonymity (for example, avoiding posting names of other people's children, or of locations if the children are still in that place, or visit on a regular basis). MST may ask community members to delete and/or retract inappropriate postings if necessary.
5. If you have any questions, please do not hesitate to speak to your classroom teachers, or to the Assistant Head of School, [Gel Vicencio](#).

## DIGITAL SKILLS FOR MST STUDENTS

Given the digital age we live in, one aim at MST is to prepare older students—at a level appropriate to their age—to use technology effectively and responsibly. Our focus therefore is on both digital literacy (so that they can make the most of the technologies available) and digital etiquette (how to protect themselves from harmful activities, or from abusing technology).

Particularly in the Middle School programme, but also to some extent in the Upper Elementary level, digital literacy and etiquette involves modelling and teaching students to use technology (including the internet and social media) effectively and safely. This includes:

- **digital learning**, including knowing how to search for reliable information effectively and to verify facts; how to identify online propaganda;
- **responsibility**, including awareness of appropriate boundaries; digital footprint; expressing opinions respectfully; protecting oneself, and not indulging in mean or provocative behaviour;
- **privacy and safety**, including learning how to navigate privacy settings and geotagging so that their location cannot be pinpointed; and how to protect themselves against internet trolling or other antisocial behaviours;
- **networking**, including how to use social media platforms and developing safe and appropriate teleconferencing skills.

*Thank you for your support as we seek to give our families, and the wider community, greater access to the wonderful 'school stories' taking place every day at MST.*