



# SOCIAL MEDIA AND SCHOOL WEBSITE PROCEDURE

## STATEMENT OF AIM

The objective of utilizing social media at MEF International School is to engage our diverse community by providing updates on school events and showcasing educational activities. Our social media platforms aim to share "MEF IS moments," enhancing our visibility and connection with parents, community members, and prospective families.

## RATIONALE

Recognizing our international context, we strive to cater to the varied linguistic needs of our parents through multiple communication channels. Our social media supplements the in-depth information available via school newsletters and the website, offering a visual narrative of daily life across all grade levels, from Reception to Grade 12. It fosters a sense of belonging among current families and offers a window into our community for prospective members.

## PROCEDURES

### Social Media:

1. Principals and staff share photos and events together with a blurb to be shared on Social media. These posts are approved by the Head of School and forwarded to the Public Relations department of posting.
2. In addition the school works with an agency who suggests possible postings that are applicable to the international schools, such as information about Turkey, or cultural festivals and celebrations from around the world.
3. It is recommended that posts are short, align with aspects of our guiding statements. Student photos used must have the permission of parents and guardians.

### School Website:

1. The school website was last redesigned in early December 2018. The website is maintained by the school's graphic and web designer.
2. Any changes to content on the website must be sent to the Principal or Head of School for approval.
3. Once approved changes are sent to the PR department so that changes can be actioned.
4. All photos used on the website must have parental permission.
5. The school website is updated at the start and end of each academic year as necessary.
6. Weekly updates for the news and newsletter sections.
7. It is envisioned that the website will be updated once every 3-5 years for graphic design.

*Policy reviewed August 2025*