

Acceptable Use Guidelines: WeChat

Definition & Introduction

WeChat is a popular multifunctional mobile application, which allows users to send private and group messages, make purchases, book travel and much more.

Recognizing the multitude of benefits available, Western Academy of Beijing encourages its community to find creative ways to use WeChat. Like with other social media tools, however, there are some risks associated with its use. For example, WeChat groups or contacts that are set up for legitimate purposes (like the examples listed below) can become inappropriate social connections.

The following outlines examples of acceptable use and policies for WeChat for WAB staff and the community, as it pertains to teaching/learning, events, and initiatives at WAB.

WAB encourages WeChat users to communicate respectfully and refrain from spamming, bullying or other harmful exchanges, as we do in email and other communications policies. Group chats are not the proper forum for complaints. Please raise issues and concerns directly with the school.

Regulations and Expectations

- Unless directly related to teaching/learning, an event, or an emergency at WAB, staff and students should refrain from engaging on WeChat.
- Staff should not be expected to regularly respond to WeChat messages after normal work hours.
- When connecting on WeChat, staff and students should use their privacy settings to block sharing Moments.

Examples of Acceptable Use for Group Chats

Staff and faculty departments or working groups

Students within one class or grade level

Parents whose children are in one class or grade level

Parent Link committees or groups

Students on a sports team or club

5 Group Chat Tips

- Be mindful of your audience.
- Only share information that is accurate and reliable.
- Keep conversations positive and language respectful.
- Be considerate about the frequency and timing of your messages.
- Staff and faculty who use WeChat groups as parents should not be expected to reply to conversations with an official school response.