

Social Media Policy

Introduction

The ever-changing and inherently public nature of online communication presents a range of challenges in safeguarding the Child Side School community, its employees and most importantly, the safety and security of the children.

Child Side School recognises that employees may use social media channels outside school hours in a private capacity; however, such use can still have a negative impact upon the School and the School wishes to ensure that employees take great care to avoid this by acting in the School's best interests when on-line at all times either on school or private equipment.

Scope and Application

This policy applies to all employees of Child Side School and all persons who work at or with the School in a casual or voluntary capacity.

This policy will be reviewed and amended in accordance with Child Side School Policy on Policies and Policy Guidelines and Procedures Contents Schedule.

The use of the word child/children in this policy refers to students in the context of the school environment.

Related Legislation/Guidelines

- Criminal Code Amendment (Cyber Predators) Act 2006
- Copyright Amendment (Digital Agenda) Act 2000
- Copyright Amendment (Moral Rights) Act 2000
- Fair Work Act 2009
- Privacy Act 1988
- School Education Act 1999
- School Education Regulations 2000
- Teacher Registration Act 2012
- Teacher Registration (General) Regulations 2012
- Telecommunications (Interception and Access) Act 1979
- Telecommunications Act 1997.

Related Policies

- Anti-Bullying Behaviour Policy
- Child Protection Policy
- Computer and Internet Policy
- Anti-Discrimination and Harassment Policy
- Grievance Policy
- Duty of Care
- Human Resource Management Policy
- Privacy Policy
- Staff Code of Conduct
- Internet, Email and Mobile Phone Usage Policy
- Volunteers Policy

Definitions

Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media may be defined as “a group of Internet-based applications that build on the ideological and technological foundations.....that allow the creation and exchange of user-generated content.”

Social media, therefore, are a group of online media that allow social communication, as a superset beyond more conventional notions of social communication.

There are various forms of social media and there are always new forms of social media being developed. Currently, the main forms of social media include, but are not limited to:

- **Social networking sites:** Facebook, Instagram, MySpace, Google+, Foursquare, LinkedIn, Bebo and Friendster etc
- **Video and photo sharing websites:** Content Communities such as Snapchat, Flickr, wessabe and YouTube etc
- **Micro-blogging sites:** Twitter, Posterous, Dailybooth;
- **Blogs:** including corporate blogs and personal blogs or blogs hosted by traditional media publications etc
- **Podcasts:** including corporate podcasts and personal podcasts;
- **Forums and discussion boards:** e.g. local discussion boards, Whirlpool, Yahoo! Groups or Google Groups etc
- **Virtual game worlds:** e.g. World of Warcraft etc
- **Virtual Social Worlds:** e.g. Second Life etc
- **Online encyclopaedias:** e.g. Wikis such as Wikipedia, Geo-wiki, GeoNames and Sidewiki;
- Any other websites that allow individual users or companies to use simple publishing tools, (together called **Social Media**).
- **Education Websites or Platforms:** eg Storypark, SeeSaw

These channels offer individuals the opportunity to connect with people, create and share information and ideas and develop relationships through online communities and networks.

Policy

Employees must not use the School's computer systems to access social media channels, unless the access is for teaching, educational or school community purposes and the employee has the permission of the Principal.

Employees may also be held accountable for any social media use both within and outside the School, on school owned or private equipment, where the School may be recognised and its name brought into disrepute.

Inappropriate use of social media against the employer or co-workers outside of work hours and/or excessive personal use of social media during work hours may, in certain circumstances, result in employees being dismissed for serious misconduct.

Guidelines and Rules

When using social media employees:

- Need to read, understand and comply with the School's Internet and Email Usage Policy and Guidelines and the Social Media Policy and Guidelines
- Need to clearly understand and agree that the school has the right to and may monitor staff use of the internet, email and social media at any time

- Should declare their purpose and their position as a representative of the school, using an official staff account. Depending on how close the relationship is to the topic being discussed the employee may wish to provide a graduated level of identification.
- Should not comment in depth on the activities of another sub-school or division of the school apart from providing factual information that is on the public record, unless employees have authority to do so
- Must avoid any statement that might bring the school into disrepute
- Must not commit the school to any action or initiative without appropriate authority
- Must not disclose official information unless authorised to do so or unless it is already in the public domain
- Should be aware of laws covering libel, defamation, privacy and the protection of intellectual property
- Must ensure all activities are in line with all other relevant school policies
- Must be apolitical, impartial and professional and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups
- Must protect personal information entrusted to the school from distribution into the public domain
- Must have approval from the relevant line manager to use social media in an official capacity
- Must not misrepresent themselves on personal timelines
- Must act in line with the Social media platforms terms and conditions
- Must seek parental and Principal consent before exposing children to social media platforms
- Must not use social media log ins to access other online platforms eg, use facebook log in to access or obtain information from a website.

Version Management

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