



## **Social Media Policy**

**2022**

**Ratified by School Council on November 2022**

**To be reviewed 2025**

**Produced in consultation with the school community**

## **1. Social Media Policy**

### **1. Guiding Principles**

Our intent is to grow our school community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page will also allow us to seek your input on issues from time to time.

Our Facebook page is a place where we can build on our school community by building on school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great.

This policy will be communicated to all families in the school community by the following means

- Being published on our school website
- Being available in hardcopy at the front office
- Being provided in hardcopy to a parent should they wish to have a copy
- Having links to the policy periodically published on our social media communication platforms including Facebook and the school app

This policy will be due for review in 2025.

### **2. Our Code of Conduct**

#### **2.1 Using Real Names**

All users interacting with the Kalianna School Bendigo Facebook page, by either liking or commenting on posts must do so using a Facebook account that clearly identifies them by their real name.

#### **2.2 Raising Issues**

Our Facebook page is not a forum to be alerted to issues. Issues, school improvements, infrastructure or processes involving students or staff must not be raised on the Facebook page. There is a formal process to raise parent complaints which is outlined in both the Student Engagement policy and the Parent Information Booklet. A copy of this process can be obtained from the office or on our website.

#### **2.3 When Can I Use Names in Posts**

You can use names in posts when you wish to acknowledge someone's great work or community contribution. Students are only to be referred to by their first name. We wish our Facebook page to be used to build spirit; patting someone on the back

publicly goes a long way to building the school we all want.

## **2.4 How to interact with the Facebook page**

Initially users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

## **2.5 Social Media Accounts**

The principal or another member of the school executive must approve, in writing, all official school social media accounts.

Using social media for communication between educators and students is only appropriate when there is a valid educational context. For a valid educational context to exist that is linked to the curriculum or other school based purpose, all communication and content should relate to the original agreed and approved purpose of the channel. When a school sets up any social media platforms for educational purposes, the account administrator must ensure that at least two members of staff, including an executive, have administration rights and regularly monitor the interactions.

Depending on the purpose of the account, monitoring may consist of daily moderation on the interactions occurring on the channel to ensure they are in line with the channel.

For example:

- Facebook's terms of use
- The Twitter Rules
- YouTube Community Guidelines
- Instagram Community Guidelines

If the account administrator has concerns about the content or nature of any interactions on the channel, they should advise the principal and moderate the account promptly and appropriately. The Code of Conduct Policy and Child Safe and Wellbeing Policy apply.

When personal devices such as mobile phones or cameras are used to take photos of students for social media purposes, please delete said photos from the device within one week from the time of uploading. Do not store photos of students on personal devices.

Staff should make it clear in the account's rules of engagement that communications

will be monitored from 9am – 3pm on weekdays and will not necessarily be monitored out of hours. However, if a teacher see inappropriate content there is a duty of care to take action.

Once the original agreed and approved purpose of the channel ceases, the channel should be closed or deactivated.

## **2.6 Personal use of social media**

Employees should be aware that they could be identified as an employee of the department from their online activities. For this reason, staff should not post about their work, colleagues, students or official information for the work-related purpose it was intended. Any identifiable information can be deemed a breach of privacy.

Employees must not post images, video and/or any identifying information about students or department staff unless it is through an official department social media account in accordance with the procedures for posting on official accounts.

Employees can post on professional accounts, where the content is work related. This excludes video, images and/or identifying information about students or department staff unless that information has been made publically available.

Employees must not post on personal accounts, images, video and/or any identifying information about students or department staff where the relationship between them predominantly stems from their work.

## **2.7 Permission and consent**

Kalianna School must seek parental consent to publish any identifying information such as full name or image, about any student within any social media channel.

Consent forms should include how the social media channel will be used for educational purposes and must explicitly describe:

- which social media networks will be used
- the purpose for the social media account
- how the interactions will be monitored
- who will monitor and moderate interactions
- the rules of engagement relating to the use of the social media account
- who they can contact if they want to view the personal information or make changes.

Schools should advise parents and guardians that they are able to withdraw this consent at any time and have procedures to support this ensuring that no further publications are made after the date that consent is withdrawn.

An account administrator must always seek permission from the principal when

publishing content that specifically represents the department.

When posting content that clearly identifies a co-worker by image or name, or any other way which can identify the co-worker either on its own, or in combination with other information, the employee must obtain permission from the co-worker.

When publishing content that clearly identifies a student by image or name or any other way which can identify the student either on its own, or in combination with other information, the employee must ensure the student's parent or guardian has signed a permission to publish form.

When posting content that clearly identifies the school or any other information which can identify the school either on its own, or in combination with other information, the employee must seek permission from the school principal.

Staff should respect and obtain permission to use third-party copyrights, trademarks or other intellectual property including user-generated content. Where using third-party content protected by copyright, staff must acknowledge their source.

Staff should use discretion. In trying to be transparent, they need to take care not to publish information that has not been, or should not be, made public. They should ask permission to publish any information that isn't already in the public domain.

## **2.8 Privacy**

Teachers must maintain appropriate privacy of students' information, even when they have obtained permission to publish content publicly via an official social media account.

Staff must not tag photos of children.

Staff must never name a student in comments without permission from the student's parent or guardian.

Administrators should set privacy settings that are appropriate to the situation and check them regularly. Staff should be mindful of the privacy settings on personal social media accounts.

Staff must never share passwords.

On Facebook, staff should carefully check their privacy settings so that only the friends they approve can access information, comments and photos. Staff should not allow 'friends of friends'.

Staff should stay up to date with any changes – Facebook frequently revises its settings regarding platform access.

Staff should keep their photos private. Once they are published online, anyone who

has access to them can reuse them. Nothing lends credibility to an imposter profile more than a photo.

## **2.9 Rules of engagement**

Rules of engagement are explicit and mandatory rules about the acceptable behaviour for all participants. They clarify what type of behaviour is not acceptable and what actions will be taken if the rules are broken. All student participants should sign a statement outlining their understanding of these rules where possible.

Users of all online channels are governed by the specific terms of use set out by each channel. Facebook allows each organisational Facebook page to publish individual rules of engagement on their respective page.

All official Facebook pages must publish their rules of engagement in clear view of the page. Account administrators can tailor the below example to the needs of their school or community. They can then copy and paste it onto the 'about' section of their page, or create a 'rules' tab and paste it there.

*Facebook rules of engagement: In joining our community on Facebook, Kalianna School follows the Department of Education Code of Conduct and Facebook's Community Standards. Students Facebook Terms and Conditions state no one under the age of 13 years should have a Facebook profile. Therefore, any comments or page fans from primary students on the Kalianna School page will be removed and, if warranted, users will be reported.*

*Kalianna School encourages interaction from participants with the understanding that the school does not endorse comments or wall postings made by visitors to the page. We ask that visitors making comments on the page show respect for other users by ensuring discussions remain civil. Personal attacks, trolling or spam will not be tolerated.*

Behaviour or language that is not appropriate in a school or classroom setting is not appropriate on social media channels created for educational purposes. Social media for educational purposes should complement existing classroom activities and not interrupt learning.

### **Tagging or naming student photos**

Photos of students can only be published if the correct Department of Education permission to publish forms have been completed by the student's parent or guardian. The photo must be removed after one year of publishing unless further permission from the parent is sought.

## **2.10 Removal of Social Media Accounts**

School social media administration should act immediately to remove any content when directed by the Principal or the Department's social media team.

Teachers should act on all reasonable requests by students or parents of students to have content removed as soon as practical.