



Social Media Policy

February 2019

Rationale:

St Michael's Parish School recognises the importance of teachers, students and parents engaging, collaborating, learning and sharing through social media. These platforms include, but are not limited to, Facebook, Twitter, Instagram, online games, instant messaging, group chats on mobile devices and other online tools through which people connect, tell stories and share information.

All members of the St Michael's community are expected to uphold the values of the school in all social media interactions. Staff, students and parents will not act in such a way that the image of St Michael's Parish School is brought into disrepute, nor in a way that harms members of the school community.

It is expected that St Michael's Parish School's staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to insult, vilify, present offensive or inappropriate content or to misrepresent St Michael's Parish School or any member of the school community.

St Michael's Parish School supports and promotes the safety, wellbeing and empowerment of children. The measures used to ensure the cyber safety of our students outlined in this document are based on our core values, outlined in the St Michael's Wellbeing Policy, Digital Technology Policy and Horizons of Hope Framework.

Implementation:

The aim of the Social Media Policy is to set standards of behaviour for the use of Social Media that are consistent with the values and expectations of St Michael's Parish School. We aim to promote the safety and wellbeing of students, teachers and the school community. If, however, there is a breach of the St Michael's Parish School's Social Media Policy, the school will undertake disciplinary action consistent with the school's behavior management frameworks and each incident will be dealt with according to the nature and severity of the behavior giving rise to the breach,.

STUDENT GUIDELINES

When using Social Media, students are expected to ensure that they:

- Follow the SMASH expectations and expectations outlined in the Digital Technology User Agreements
- Read and agree to the terms and conditions of various social media sites, noting that many of them have age restrictions for their use. Eg Facebook & Instagram and Gmail (other than as part of the G Suite for Education) are all restricted to those 13 years of age and above
- Be aware of what they are posting online and know that social media sites and applications are public forums
- Understand that they are not permitted to join St Michael's staff members on social networking sites. If students attempt to do this, the member of staff is to refuse the student access and inform the Principal. The student's parents will be informed if this happens
- Ensure they do not access social networking sites during the school working day without permission from a member of St Michael's teaching staff
- Ensure they do not post content that is hateful, threatening, inappropriate, or incites violence against others
- Ensure they do not impersonate or falsely represent another person
- Remain safe online and never give out personal information. This includes last names, phone numbers, addresses, exact birth dates and pictures
- Ensure they do not bully, intimidate, abuse, harass or threaten others
- Ensure they do not make defamatory comments or use inappropriate language
- Ensure they do not use offensive or threatening language or resort to personal abuse towards others
- Ensure they do not harm the reputation of St Michael's Parish School or those within its community
- Ensure they do not upload video, audio or photographs of any member of the St Michael's community (student, parents or staff) without seeking and gaining appropriate permission
- Ensure they do not upload any video or photographs of any student where they can be identified as a St Michael's student by their uniform, location or any other means

I agree to adhere to this Social Media Policy.

Name.....

Signature.....

Date

PARENT GUIDELINES

Classroom blogs, Seesaw and other Social Media tools open up communication between students, parents and teachers. This kind of communication and collaboration can have a large impact on learning in the classroom and at home. The school encourages parents to participate in such activities when appropriate but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

Parents are expected to adhere to the following guidelines:

- Be aware that many social media sites have age restrictions that exclude primary aged children
- Parents need to monitor their children’s online social media activity, and read the terms and conditions of various social media sites and applications their children are interested in using
- Parents need to be aware that they will breach the terms and conditions of social media services if they set up a personal account for their children to use contrary to applicable age restrictions
- Before uploading photos, audio or video, parents need to seek appropriate permission from any individual involved, including all photographs of children at school functions
- Do not share confidential information, internal school discussions, or specific information about students, staff or other parents
- Do not identify any child by name in photos
- Parents will not edit, delete or otherwise interfere with online content that is the subject of this policy, unless authorised to do so
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy or copyright laws
- Parents should not distribute any information that might be deemed personal about other students, staff or parents when using social media. This includes photographs
- Parents will be mindful of the reputation of the St Michael's community and each of its members, and will exercise discretion when presented with opportunities to engage in conjecture, or when discussing potentially controversial matters, in an online forum
- Parents assisting with classroom activities should not make use of social media sites while involved in such activities

I agree to adhere to this Social Media Policy.

Name.....

Signature.....

Date

STAFF GUIDELINES

It is recognised that employees might use or interact with social media at work and in a personal context. There is great potential for the use of social media in school communities in terms of educational outcomes and as a means of communication. However, employees also need to understand the expectations of St Michael's Parish School when using social media in a professional and personal capacity as there are also workplace risks that must be appropriately managed.

All staff at St Michael's Parish School are required to read and adhere to the St Michael's Social Media for Employees Policy. Non-compliance with this policy may be grounds for disciplinary action, up to and including termination of employment, depending on the circumstances.

All Employees must:

- Recognise the need to behave in an ethical manner when using social media (even for personal communication) as those communications can reflect on their role at St Michael's Parish School, and must therefore be consistent with the Catholic beliefs and ethos of the St Michael's Parish School and professional expectations and standards
- Recognise that their ability to serve as a positive role model for students and as a representative of the School is a critical aspect of their employment, and that social media activities may be visible to current, past or prospective staff, students and parents
- NOT connect with students or interact with, or post images of, students on their own private social media forums (for example, employees must not be "friends" with students on Facebook)
- NOT involve connections with the following persons on social media forums (for example, being "friends" on Facebook): recent former students enrolled at the St Michael's Parish School within a two-year period before connecting; or parents of current students; unless special circumstances exist and prior approval from the Principal has been obtained
- NOT bring themselves or the St Michael's Parish School into disrepute or interfere with, or impede, an employee's duties or responsibilities to the St Michael's Parish School or students
- Comply with other policies of the St Michael's Parish School and professional standards that outline expected behaviours of employees when posting personal comments that relate to, or can be identified as relating to, school issues (eg. discussing or referencing employees, students, policies or anything related to, or reflecting upon the school)
- Ensure the privacy settings of their social media profiles are appropriately set to avoid putting their privacy at risk
- Comply with copyright and privacy laws and obligations; and
- NOT post inappropriate material or commentary that breaches other policies outlining expected behaviours of employees at St Michael's Parish School

NB: The St Michael's Social Media for Employees Policy has links to other relevant school policies and professional expectations and can be found on the St Michael's Parish School Staff Sites page.

I agree to adhere to this Social Media Policy.

Name.....

Signature.....

Date