

# SOCIAL MEDIA

## POLICY

### Rationale:

The use of social media websites, digital technologies and applications has grown exponentially in recent years for personal and professional purposes. This advancement challenges traditional concepts of teaching, learning and school community interaction. While the Department of Education and Training (DET) endorses the use of social media in a school setting, guiding principles of behavior are addressed through existing policies on the DET website. This policy aims to inform and guide the Templeton Primary School staff and community how to interact through social media. It has been developed to protect students, staff, parents, assets and reputation through clear protocols for use of social media in official and personal capacities.

### Aims:

- Protect the personal information of individual stakeholders in the school community
- Monitor the collection and use of individual stakeholder photographs, films and work samples
- Respect the right of individual stakeholders to control how and for what purpose their personal information is used
- Comply with relevant legislation and Department of Education and Training (DET) policy

### Implementation:

#### School Use

Consent is required from parents/guardians before the school can collect and publish student photographs, films and work samples. In some instances, additional consent is required to ensure compliance with the *Copyright Act*. This table summarises required documentation to use and disclose photographs, videos and digital images in certain circumstances:

Collection	School Use	Documentaton
Official School Photographs	Storage on Cases21 Grade 6 Graduation Disc	School-level policy
Other School photos, video, film, digital images	Newsletter Year Level Blogs Tiqbiz Class Focus Website Within the school	School-level policy General Consent Form (if for school use only) Specific Consent Form (if disclosed to third parties)

#### Third Party Use

Templeton Primary School has a degree of control over the collection of photographs, video and digital images by third parties during school hours and at school approved activities. This table summarises required documentation to enable third parties to collect photographs, videos and digital images in these circumstances:

Third Party	Documentaton
Parents/guardians Students	School-level policy
School photographer Other professional photographer Media	School-level policy General Consent Form

	Specific Consent Form
	Confidentiality Deed

### Principal responsibilities

- Advise school community members when photographs/films/work samples are to be published
- Provide school community members with the choice to withhold or withdraw consent for their child to be photographed or filmed
- Obtain school community members permission before student photographs/films/work samples are published
- Retain the right for discretionary permission for school community members to photograph or film their children participating in school events or performances
- Ensure staff understand and comply with this policy
- Provide relevant training to staff using social media
- Ensure protective practices are in place to safeguard teachers and students
- Provide opportunities for staff and students to identify and report offensive online material or behavior
- Ensure Information Technology teacher and Technician establish appropriate safeguards to protect students
- Ensure all professional photographers engaged by the school sign a Confidentiality Deed prior to being permitted to take school photographs
- Ensure school website conforms with DET branding standards
- Templeton Primary School has approved the use of Flexibuzz (App), Instagram (App), Word Press (Blogs) and Class Focus (Website) as the school's social media platforms. No other platforms are to be used unless otherwise authorised by the Principal
- Templeton Primary School has authorised all teaching and office staff to access Flexibuzz and Word Press Administration tools
- Templeton Primary School has authorised the Principal and Assistant Principals to access Class Focus Administration tools

### Staff responsibilities

- Staff using social media in an official capacity are given autonomy to represent Templeton Primary School's views through year level blogs. However, there are occasions when content must be reviewed by Management. This includes, but is not limited to, content that is:
  - Politically sensitive
  - Associated with a project or activity deemed to be high risk
  - A response to an individual or group that is deemed to be high risk
  - Directly quoting another staff member (e.g. a response attributed to the Principal)
- Ensure approval has been granted from the principal/relevant delegate before engaging in social media activity
- Teach strategies to maintain a positive online presence and protection of identity
- Teach students how to identify and avoid inappropriate online materials and behaviors
- Behave with respect and courtesy, and without harassment
- Deal appropriately with information, recognising that some information needs to remain confidential
- Be sensitive to the diversity of all relevant stakeholders
- Take reasonable steps to avoid conflicts of interest or perceptions thereof
- Protect the privacy, security, integrity and reputation of Templeton Primary School and all relevant stakeholders
- Comply with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- Content conveyed via social media must be consistent with content conveyed on other formats (eg. branding, key messages)
- Templeton Primary School expects that all staff exercise sound judgement and common sense when using social media, whether at work, home or elsewhere. Staff using social media in a personal capacity must take due care to ensure that any comments, opinions, photographs or contributions made online are their own, as private citizens, and cannot be interpreted as an official statement or position of Templeton Primary School

### School community member responsibilities

- School community members are permitted to take photographs and film of school performances, (excluding the Musical) assemblies and other school approved activities under the following conditions:
  - The Principal maintains discretionary authority to revoke permissions at all times
  - Photographs, films or work samples of the school community member's own child in isolation may be published;
  - However, no photograph, film or work sample of another Templeton student or staff member may be published on any social media platform without written permission from the parent/guardian/staff member
- Templeton Primary School community members are expected to maintain the same high standards of conduct and behavior online as would be expected in a physical work environment
- Behave with respect and courtesy, and without harassment
- Deal appropriately with information, recognizing that some information needs to remain confidential

- Be sensitive to the diversity of all relevant stakeholders
- Take reasonable steps to avoid conflicts of interest or perceptions thereof
- Protect the privacy, security, integrity and reputation of Templeton Primary School and all relevant stakeholders
- Comply with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- All official communication via social media must be authorized by the Principal
- Only authorised employees may create social media identities, profiles or accounts that use the Templeton Primary School name, emblem or brand, or are designed to represent the school in any way
- Only authorised employees may officially represent Templeton Primary School, and only in authorised social media platforms, as outlined in this policy
- Templeton Primary School recognises that school community members use social media in their personal life. This policy does not intend to discourage nor unduly limit personal expression or online activities, however, school community members should recognise the potential for damage to be caused (either directly or indirectly) to the school in certain circumstances via personal use of social media when identified as a school community member. Accordingly, school community members should comply with this policy to ensure that the risk of such damage is minimized
- School community members are personally responsible for the content published in a personal capacity on any form of social media platform.
- Where parent/guardian comments or profile can identify them as a school community member, school community members must:
  - only disclose and discuss publicly available information
  - ensure that all content published is accurate and not misleading and complies with all relevant school policies and the DET Code of Ethics
  - expressly state on all postings identifying school community member that the stated views are their own and not those of the school
  - be polite and respectful
  - adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws

#### **School community members must not:**

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- imply they are authorised to speak as a representative of Templeton Primary School, nor give the impression that the views expressed are those of the school
- use the identity or likeness of another school community member
- imply they are authorised to speak on behalf of the school, or give the impression that any views expressed are those of the school
- use a school email address or any school logos or insignia that may give the impression of official support or endorsement of a personal comment
- use or disclose any confidential information or personal information obtained in their capacity as a school community member
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another school community member
- make any comment or post any material that might otherwise cause damage to the school's reputation or bring it into disrepute
- contact staff via personal email; school community members are instructed to contact the office and schedule an appointment, or request contact via Flexibuzz between the hours of 9:00 am and 5:00 pm

#### **Legal Liability**

When school community members choose to publish opinions via a blog, social networking sites or a personal web site, they are legally responsible for their commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary, or libellous. Members of the Templeton Primary School community should exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. The summary position is that you blog (or post on the blogs of others) at your own risk. Outside parties can pursue legal action against individuals for postings. Templeton will not consider itself a party to/in such actions in the event there of.

#### **Disciplinary Action**

- Non-compliance with this policy may be grounds for disciplinary action, which could lead to termination of employment or legal proceedings
- Unacceptable use of social media may be a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination or some other contravention of law
- Templeton Primary School employees who use social media in their own time using their own resources should note that their private comments posted publically could potentially have repercussions at work. Such instances will be reviewed on a case by case basis with consideration to the possible damage to the reputation of Templeton Primary School
- School community members using school developed social media must also act in accordance with this policy and other related policies and laws. Unacceptable use of school social media will be initially dealt with by school leaders but may also be referred to the police and action may be taken if laws are broken. School community members are to refrain from making derogatory or inflammatory comments regarding the school, staff, students, parents, guardians and all relevant stakeholders

#### **Identification and Reporting Inappropriate use**

**References: School Policy and Advisory Guide**  
<http://www.education.vic.gov.au/school/principals/spag>

All relevant stakeholders who notice inappropriate or unlawful content online relating to the school, or content that may otherwise have been published in breach of this policy, should report the circumstances via email to the principal

## **Glossary**

### **Social Media**

Social media (sometimes referred to as 'social networking') are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new and innovative social media sites being developed almost every day. Staff can determine what social media platform adds value to their particular need. This list is provided as a guide to the types of social media currently available:

#### **Social Networking Sites**

Allow users to create a personal profile and then chat and share information with others such as family and friends  
(eg. Facebook, Edmodo, Myspace, LinkedIn, Yammer)

#### **Video, Audio and Photo Sharing Sites**

Allow users to upload and share videos, sounds and photos which can be viewed/heard by web users globally  
(eg. Flickr, YouTube, iTunes U, Vimeo, SoundCloud)

#### **Blog**

A blog (a truncation of the expression *weblog*) is a discussion or informational site published online consisting of discrete entries (posts) typically displayed in reverse chronological order

#### **Microblogging Apps**

Allow users to post micro-blog like posts to announce what you are currently doing  
(eg. Twitter, Yammer, Tumblr)

#### **Location-based Apps**

Also known as Geolocation, applications with the capability to detect and record where users and other people are located  
(eg. Foursquare, Glimpse, Google Now)

#### **Wikis**

Websites where users create, edit and share information about a particular subject or topic  
(eg. Wikipedia, Wikispaces)

#### **Online Games**

Games played over some form of computer network and are often based around a community of users  
(eg. Steam)

#### **News Aggregation**

News aggregators provide a list of the latest news stories published by users from a range of different web sites  
(eg. Digg)

#### **Forums/Message Boards**

Online discussion sites where people can hold conversations in the form of posted messages

#### **Online Multiplayer Gaming Platforms**

Multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world  
(eg. World of Warcraft)

#### **Evaluation:**

This policy will be reviewed annually as part of the school's regular review cycle.

This policy was last ratified by School Council in....

February 2018