



St Joseph's Primary School Kangaroo Point Social Media Policy

Approved: June 2016

Policy: At St Joseph's Primary School we seek to educate all students and staff regarding appropriate Social Media Use. We will work in partnership with parents, to ensure safe, appropriate use of Social Media is used for all community members. The school will commit to responsible and achievable management practices in reducing any foreseeable risks associated with the use of Social Media within the school environment.

Introduction: In keeping with the mission statement and motto, of **Together in God's Love we Learn, Grow, Thrive**, the school community at St Joseph's School, recognises the need to have a Social Media Policy.

The St Joseph's School Social Media Policy:

- (a) St Joseph's Primary School Kangaroo Point (**St Joseph's or the School**) is committed to effective dissemination of information and communication within the School and with students, parents, carers, stakeholders and the media. All communication must support the overall values and aims of St Joseph's.
- (b) St Joseph's understands that to maintain a relevant learning environment, the School needs to adapt to ever changing methods of communication. St Joseph's actively embraces Social Media as it can offer many benefits to the School and all stakeholder groups. However, without clear guidelines there is also the risk of misleading other participants and harm being caused to the School's reputation.
- (c) The School has policies for appropriate use of Social Media by staff and students. As part of the St Joseph's school community, parents of the school also have a responsibility to engage appropriately with Social Media that is linked to or associated with the School. St Joseph's has therefore adopted this policy to provide guidance and direction for parents and care-givers when participating in Social Media activities used by parents and care-givers in connection with the School either directly or indirectly in circumstances where the School, a parent or care-giver, a staff member and/or student of the School is identifiable.
- (d) The School encourages parents and care-givers to set and maintain high ethical standards in their use of social networking. Parents and care-givers are expected to:
 - (1) be respectful of others' opinions;
 - (2) use Social Media to help build and support the school community;

- (3) reflect the same standards of honesty, respect and consideration that parents are expected to use in face-to-face interactions; and
- (4) act in accordance with the Catholic ethos of the School.

Purpose:

- (a) The purpose of this policy is to ensure that parents and care-givers of the School understand the expectations of the School when using Social Media (such as Facebook, Twitter, YouTube and Instagram) and are informed of the importance of managing the risks associated with such use that may impact on the reputation of the School and/or the safety of its students, staff, parents, care-givers and other stakeholders.
- (b) St Joseph's acknowledges that the use of Social Media can be an effective educational, business and social tool and that such media is commonly used by members of the School community to express their views, comments, ideas and criticism on a whole range of issues.
- (c) This policy is for the mutual protection of the School and its stakeholders and is not intended to prevent, discourage or unduly limit the expression of personal opinion or online activities.
- (d) This policy operates in conjunction with other policies of the School, including anti-bullying policy, acceptable use policy and code of conduct.
- (e) It is intended that this policy will be reviewed regularly to ensure the policy remains current and relevant to the fast moving nature of Social Media programs.
- (f) The purpose of these guidelines is to:
 - (1) encourage social networking and digital media to be used in a beneficial and positive way for the School;
 - (2) safeguard the brand and reputation of the School;
 - (3) safeguard staff, students, parents, care-givers and stakeholders in the School community;
 - (4) clarify what the School considers to be appropriate and inappropriate use of social networking and digital media by School community members; and
 - (5) set out the procedures that will be followed where it is considered that School community members have inappropriately or unlawfully used social networking and digital media.

Scope:

- (a) This policy applies to all parents, care-givers and other stakeholders within the School community.
- (b) This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover other Social Media services as they develop in the future:
 - (1) social networking sites (eg Facebook);
 - (2) professional networking services (eg LinkedIn);
 - (3) video and photo sharing websites (eg YouTube);
 - (4) micro-blogging (eg Twitter);

- (5) forums and discussion boards (eg Google Groups);
- (6) online collaborations (eg Wikipedia);
- (7) podcasting;
- (8) blogs including corporate blogs and personal blogs;
- (9) blogs hosted by traditional media outlets.

Definitions

1.2 Social media

Social Media includes the various internet-based applications that allow the creation and exchange of user-generated content. Social Media enables individuals to communicate via the internet sharing information and resources.

1.3 Content

Content is the information that is put onto social media sites, which includes text, audio, video, images, podcasts and other multimedia communications.

Authorisation

1.4 Authorisation of St Joseph's presence

- (a) Any presence of St Joseph's on any Social Media platform, including without limitation school related accounts or informal pages which identify a link to or association with St Joseph's, must be authorised by the Principal.
- (b) The School may, in its sole discretion, review, edit, remove or otherwise shut down any sites, accounts or pages existing without prior authorisation from the Principal.
- (c) Any St Joseph's promotional images or imagery that depicts the St Joseph's uniform, logo or which can identify St Joseph's is considered by the School to be a reflection of the School brand and accordingly is required to be authorised in accordance with this clause.

1.5 Requirement for authorisation

- (a) Authorisation for Social Media platforms is required for the following (without limitation:
 - (1) co-curricular activities;
 - (2) year levels;
 - (3) teams/age groups;
 - (4) excursions;
 - (5) P&F Association and any activities undertaken by the P&F Association;
 - (6) support Groups;
 - (7) affiliated Groups; and
 - (8) other sites associated with St Joseph's.

- (b) Only St Joseph's community members authorised by the Principal (preferably a St Joseph's staff member) may create Social Media identities, profiles or accounts that use the School's name or brand or are designed to represent the School in any way, including those identifiable through images, uniform or name.
- (c) Once authorised, the Social Media Content owners are entirely responsible for regular monitoring of the site, appropriate online conduct and adhering to the School's Social Media Policy.

Responsibilities of Parents and Other School Stakeholders

1.6 Content owners responsibilities

Content owners are responsible for monitoring and maintaining official presences on Social Media Accounts as follows:

- (a) content must conform to all applicable state and federal laws, as well as the policies of the School and Brisbane Catholic Education;
- (b) content must be kept accurate and current;
- (c) content must not violate copyright or intellectual property laws and the content owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, texts, artwork or any other material; and
- (d) before posting photographs or videos, permission should be sought from the subject. This is especially the case where photographs or videos include parents or care-givers of students or staff members of the School. No photographs of students of the School (other than of a parent's own children and where approved by the relevant parent/s from time to time) are to be posted.

1.7 Appropriate use of Social Media

- (a) Parents, care-givers and other School stakeholders are expected to:
 - (1) maintain the same high standards of conduct and behaviour online as is expected in the physical environment;
 - (2) behave with respect and courtesy and without harassment;
 - (3) deal appropriately with information, recognising that some information needs to remain confidential;
 - (4) be sensitive to the diversity of all School stakeholders and the community;
 - (5) uphold the values of the School;
 - (6) protect the integrity, reputation, privacy and security of the School, its students, staff, parents, care-givers and other School stakeholders; and
 - (7) comply with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other laws.
- (b) Parents, care-givers and other School stakeholders 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 the School.
- (c) Criminal behaviour online will be reported to the Police.

1.8 **Bullying and harassment**

- (a) Just as bullying and harassment will not be tolerated in the School, nor will it be tolerated where it occurs on a Social Media site.
- (b) In this regard, parents, care-givers and other School stakeholders are not to post any adverse or critical content about any other individual on Social Media sites such as offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory content.
- (c) In such circumstances, the School will take any appropriate action against the perpetrator and such content may also amount to civil proceedings giving rise to the perpetrator being sued for damages or charged with a criminal offence.
- (d) The School reserves the right to request that certain posts and inappropriate comments be removed from a Social Media site.

1.9 **Offensive statements**

- (a) The School realises that parents, care-givers and other School stakeholders may feel strongly about certain issues being debated, however any comments that can be reasonably considered defamatory, offensive, threatening or obscene will not be allowed.
- (b) Parents, care-givers and other School stakeholders are expected not to post material that may incite violence or hatred. The School will not tolerate comments that humiliate others based on race, religion, ethnicity, gender, age, mental or physical disability, or sexual orientation.

1.10 **No impersonation**

Parents, care-givers and other School stakeholders are expected not to impersonate others on Social Media or pretend to be authorised to make statements on another's behalf.

1.11 **Security risks**

- (a) Parents, care-givers and other School stakeholders should be mindful that, by posting your comments and having online conversations etc on Social Media sites, they are broadcasting to the world. Even with the strictest privacy settings parents should be aware that comments expressed via Social Media pages under the impression of a 'private conversation' may still end up being shared into a more public domain.
- (b) Parents, care-givers and other School stakeholders should never discuss sensitive school matters with other parents using Social Media.
- (c) Parents, care-givers and other School stakeholders need to be aware of the concept of leaving a "digital footprint" (that is that communication via Social Media is virtually indelible).

School Facebook Page

- (a) The St Joseph's closed group facebook page has been established to share news and events with the school community.
- (b) Any abusive or offensive comments or language, as well as any material which in the opinion of the School does not comply with this policy, will not be tolerated and will be removed. People who are detrimental to others' enjoyment of the facebook page will be removed from the page.

- (c) Parents, care-givers and other School stakeholders must abide by Facebook's terms and conditions.

Breach of Policy

Depending on the circumstances, a breach of this policy may constitute a breach of enrolment contractual obligations, sexual harassment, child protection or similar laws, discrimination or some other contravention of the law.