

Social Media Policy

Policy No. 39

Approved by School Board
July 2022



Purpose

Social media has increasingly become our society's main avenue of communication. With its prevalence, there are new opportunities and platforms upon which to promote positive and inspiring stories, particularly about our School and the great work students and staff are doing. It is an instantaneous way to share and to keep people in the community informed. However, while social media can be used in positive ways, its universality and accessibility among people of all ages unfortunately brings risk and safety concerns. These concerns are particularly in areas regarding accessibility to what is private information here at School but is exposed on social media including photos and personal information.

At Kerang Christian College, we believe that the teaching of cyber safety and ethical on-line behaviour is essential in the lives of students and is best taught in partnership between home and school. 21st-century students spend increasing amounts of time in online learning and socialising. These online communities need cybercitizens who do the right thing by themselves and others online, particularly when no one is watching.

The standards of online behaviour and use are outlined in the College's ICT Acceptable Use Policy and Electronic Devices Policy. These policies also include acceptable use of social media for educational purposes and social media pages sponsored by the School.

The Social Media Policy exists to set out standards of use on personal social media for the College Board, staff while employed with the School, and students while they are at school. The standards promote the protection of privacy and best interests of both staff and students. It also sets out "best practice" guiding principles based on the policy requirements for the acceptable use of social media by parents and for students while they are not at school to promote consent and protection of privacy regarding information posted on social media.

Scope

The Social Media Policy covers any positive impact and use of social media as well as the negative impact on the School or its students from the unacceptable use of social media. The policy applies to all staff while employed with Kerang Christian College as well as members of its Board of Directors. It also applies to any students during school hours and during school-sponsored events. While the policy does not apply to parents or to students when they are not at school, the guidelines provided seek to establish best practice for use of social media.

Definitions

- Social media – All social networking sites e.g. Facebook, Twitter, LinkedIn, YouTube, Snapchat, Instagram and any others not identified where the platform is designed for personal use and is not a school-sponsored site.
- Mobile Communication Device - all electronic devices including, smart phones, laptops, iPads, iPods, Music devices and any others not identified.
- School-sponsored event—any event sponsored by the School either during school hours or outside of school hours. This includes instructional time, lunch and recess, arrival and dismissal, sports days, events, or carnivals, camps, excursions and incursions.

Social Media Policy Responsibilities for Staff & for Students at School

Teachers have the responsibility to ensure a safe and productive community whenever students are gathered. This includes when students are present in the classroom or at school-sponsored events. Additionally, when students are under the care and instruction of Kerang Christian College staff between 8:50am and 3:20pm or at a school-sponsored event, they also have the responsibility to promote consent and protection of privacy for themselves and for their peers.

The following requirements apply to

- staff while employed at Kerang Christian College
 - students while they are at school or at a school-sanctioned event
1. Do not post any photos of students currently enrolled at the College on personal social media accounts. This includes any photos taken at school-sanctioned events. While students have signed consent from parents for photos to be published, this only applies to school-sanctioned social media accounts and school publications. By posting photos of current students, you risk breaching privacy laws.
 2. When a staff member is also a parent of a student at the College or a student's family member is a staff member at the school, the guidelines set out for parents take precedence while staff requirements are also considered.
 3. Staff and students should not be "friends" or have connections on any personal social media platforms. The only online staff-to-student communication should be through school email accounts or through the College learning management system.
 - a. For staff and students who have previously-established relationships or who are family members, Kerang Christian College cannot enforce disengagement but suggests using discretion in communication or in posting photos of students, particularly at school-sponsored events.
 4. Photos taken at school-sanctioned events are to be used only on school publications (social media, newsletter) and should not be used on personal social media accounts.
 5. Photos and/or videos are not to be taken of College students or staff members without their permission and must not be posted on social media platforms without their consent and the Principal's consent.
 6. Photos and/or videos deemed permissible to be posted must not contain caption photos with students names identifying them or break any copyright, brand, or trademark laws.

7. Unacceptable use of personal social media for staff while employed at the College or for students while at school or at school-sanctioned events includes but is not unlimited to:
 - a. Distribution of offensive material
 - b. Propagation of any form of malicious software (virus etc.)
 - c. Behaviour that contradicts the schools Behaviour Management Policy (No. 15)
 - d. Material obtained without a person's consent
 - e. Material of any type used without a person's consent (includes photos of people, music, and any other copyrighted material)
 - f. Defamatory and or slanderous comments
 - g. Bullying and harassment of another person
 - h. Offensive language towards any College community member or the school
 - i. Online posts which may be deemed as hateful, threatening, pornographic or inciting of violence against others
 - j. Participation in radical groups that incite terrorism

While employed by Kerang Christian College, staff members are to adhere to the above requirements. Kerang Christian College is not responsible or liable for any personal social media account use by students or community members outside of school hours or outside of school-sanctioned events.

Additionally, social media activity done using online access that is incited during school hours or at school-sanctioned events using a platform other than the Kerang Christian College BYOD Secure Network such as 4G or mobile hotspot is deemed personal use outside of the ICT Acceptable Use Policy, and the College is not liable for behavior or activity of students while using external online access avenues.

Non-Compliance & Consequences of Breaching the Policy

Non-compliance with this policy may also involve a breach of other Kerang Christian College's policies, including:

- Anti -Bullying and Harassment Policy
- ICT and Internet Acceptable Use
- Behaviour Policy
- Privacy Policy

Inappropriate use of Social Media may result in the following, appropriate to either staff or student:

- A request to delete or remove the post, photo, comment, or information from social media page
- A period of leave for a staff member
- A detention being given as per the current Behaviour Management Policy
- The device being confiscated and returned to the parent/caregiver
- Participation in a restorative justice meeting
- Further College consequences such as suspension or exclusion

If the College has reasonable grounds to suspect that an action is illegal or illicit, the matter may be required by law to be reported to the Victoria Police. Any activity that promotes or incites terrorism or participation in radical groups should be reported

Best Practice Guidelines for Personal Social Media Use for Parents, Community Members, and Students Outside of School

Kerang Christian College is grateful to have the support and encouragement of the community and we encourage families to share the positive experiences and education that their children receive on social media. With that in mind, the College wants to promote consent and consideration of privacy, particularly when using personal social media. Please consider the following Best Practice Guidelines for Personal Social Media Use when posting photos or media of students currently enrolled at the College.

The following guidelines apply to

- Parents, family or community members
 - students outside of school hours
1. When posting photos or videos that were taken at school or at a school-sanctioned event, make your best effort to avoid photos that would reveal the identity of a student or show a student's face. While students have signed consent from parents for photos to be posted, this only applies to school-sanctioned social media accounts and school publications.
 2. Ask for consent from the student and/or the student's parents to post the image or video prior to sharing it on a social media platform. This promotes a culture of consent in our community to ensure that all feel safe and that they have a say in their own privacy.
 3. When a staff member is also a parent of a student at the College or a student's family member is a staff member at the school, these guidelines take precedence while staff requirements are also considered.
 4. The College invites you to share your images and videos taken at school-sanctioned events with College administration staff to be used in school publications (social media, newsletter).
 5. Photos and/or videos deemed permissible to be posted must not contain caption photos with students names identifying them or break any copyright, brand, or trademark laws.
 6. Please discourage the use of any inappropriate social media which may be offensive to others or deemed as harassment of any type. If parents become aware any post which may harm the reputation of others or the College, please ask for the post to be removed, and inform the College.
 7. School community members are encouraged to be respectful of others and to use social media responsibly. Unacceptable use of social media includes, but is not unlimited to:
 - a. Distributing offensive material
 - b. Propagation of any form of malicious software (virus etc.)
 - c. Material obtained without a person's consent
 - d. Material of any type used without a person's consent (includes photos of people, music, and any other copyrighted material)
 - e. Defamatory and or slanderous comments
 - f. Bullying and harassment of another person
 - g. Offensive language towards any College community member or the school
 - h. Online posts which may be deemed as hateful, threatening, pornographic or inciting of violence against others

- i. Participation in radical groups that incite terrorism

Responsibilities

The Principal has overall responsibility for the implementation of this policy.

Evaluation

This policy will be reviewed as part of the school's three-year review cycle.

Related Policies

No 17 Privacy Policy

No 22 ICT and Internet Acceptable Use Policy

No 33 Electronic Devices Policy

No 53 Media Policy

Approved: April 2019

Amended: July 2022