



Social Media Policy

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SOCIAL MEDIA POLICY

1.0 Introduction

Social media and the internet have become an integral part of our society and thus of the school environment. The ability to collaborate, share and discuss from the comfort of our homes, or our mobile phones, has made it easier than ever to stay connected. As is the case with any worthwhile innovation, there comes a time when boundaries and expectations must be set; the purpose of which is neither to limit access, nor to overregulate. Rather, we define what we expect in order to give clarity to those who choose to use the tools of social media within the school context. This allows everyone to protect themselves, and others, from the risks which may emerge in the ever-changing technology associated with social media.

2.0 Purpose

The Lakes College has developed this policy to formally document expectations and outline appropriate guidelines and procedures regarding use of social media. It is not intended to intrude in the personal lives of teachers, students or parents. The purpose is to provide guidelines for what the College deems appropriate for its staff, students, parents, employees and others of The Lakes College community engaging with social media. The welfare and protection of students is the primary consideration.

3.0 Scope

3.1 This policy is applicable to all teachers, students, employees, parents and any other members of The Lakes College community who are notified that this policy applies to them.

This policy is applicable to the use of all social media platforms if either:

- (i) The activity in any respect makes reference to The Lakes College or any of its students, teachers or employees, or information or issues relative to the College, regardless of whether the individual utilises the College's facilities, network or equipment; or
- (ii) The content can be reasonably inferred to reference the College or a member of the College community.

3.2 Other school policies that are relevant to the social media policy and may have bearing on its application are:

- Anti-Bullying policy
- Anti-Discrimination and Sexual Harassment policy
- Child Protection policy and procedures
- ICT Safe and Acceptable Use policy: staff/students
- Mobile Phone policy
- Privacy policy

4.0 The Policy

4.1 This policy requires that when engaging in social media platforms:

- (i) any representations or statements on the College's behalf are not made or purported to be made unless expressly authorised by the Principal;
- (ii) no statements are used which are, or could be perceived to be derogatory or disparaging towards the College or any of its students, teachers or employees;
- (iii) the College and any of its emblems, logos or collateral are not included in posts and/or any other electronic communication without prior authorisation from the Principal;
- (iv) engagement with all persons and communities is honest and respectful;
- (v) confidentiality or privacy is not breached;
- (vi) there is no engagement in activity, posting content, making statements or sending electronic messages which could bring the College or any individual's reputation into disrepute;
- (vii) there is no creation of any page or profile of any nature that includes the College's name, logo or any content which would lead a reasonable person to associate the page or profile with the College, without prior authorisation from the Principal.

4.2 Current students engaging in social media will ensure that:

- (i) they do not use the College's hardware, software, equipment or network to access any social media platform without prior approval;
- (ii) they do not connect any social platforms to the College email address;
- (iii) they comply with the College's bullying policies when engaging with other students, teachers or employees of the College;
- (iv) they do not befriend, follow or connect in any respect with teachers or employees of the College;
- (v) they exclude the College and its logos and uniforms from personal posts or uploads;
- (vi) they do not utilise any service which identifies that you are located at the College ('checking in');
- (vii) if they identify content of any nature which could be reasonably inferred to bring the College or its reputation into disrepute, they will notify a member of the Senior Executive as soon as is reasonably practical;
- (viii) if they view or are made aware of any student, teacher or employee breaching this policy, they will notify a member of the Senior Executive as soon as is reasonably practical.

4.3 Current College employees engaging in social media will ensure that:

- (i) personal use of social media platforms during class time is not undertaken and kept to a minimum when the teacher is not directly engaged with his/her class i.e. non contact time;
- (ii) they do not connect any social media platforms to their College email address;
- (iii) they do not befriend, follow or connect in any respect with current students of the College on any personal social media platforms;

- (iv) they (teaching staff) do not befriend, follow or connect in any respect with parents of children they teach at the College on any personal social media platforms;
- (v) content posted to social platforms of a personal nature is kept private or closed from public view;
- (vi) reasonable steps are taken not to post College photographs, videos or any other visual content including the College's students to your personal social media platforms without the consent of the child's parent/s.

4.4 Current College parents/carers engaging in social media will ensure that:

- (i) they do not post photos that include the College logo or uniforms that could be perceived to be derogatory or disparaging towards the College or any of its students, teachers or employees;
- (ii) they do not make any statements which are or could be perceived to be derogatory or disparaging towards the College or any of its students, teachers or employees;
- (iii) they do not create any page or profile of any nature that includes the College name or logo;
- (iv) they respect the privacy rights of others by not posting photographs of students, teachers or employees without their consent or the consent of the parent/s of the student photographed.

4.5 Current staff or employees who identify themselves and disclose their affiliation with the College must:

- (i) state that they are an employee of the College and that any views expressed are their personal views and not those of the College;
- (ii) maintain a professional profile and only post appropriate content which is consistent with the College's values;
- (iii) not give any indication that they are authorised to speak on behalf of the College unless they have received authorisation to do so from the Principal.

5.0 Responsibilities

- 5.1 All of the College's staff, students, employees, parents and carers are to comply with this policy when engaging with social media platforms that involve mention and/or discussion of College events, activities and other matters.
- 5.2 All of the College's staff, students, employees, parents and carers are to report any conduct, action or content they have seen posted, or reasonably believe to be posted to social media which would be in breach of this Policy, to the Principal or member/s of the Senior Executive.

6.0 Definitions

- (a) "Appropriate content" is content that is deemed to be acceptable by the Principal and Senior Executives.

- (b) "Collateral" is any document or material that has been produced by, or makes reference to, the College.
- (c) "College" (school) is The Lakes College.
- (d) "College Community" is any person, company or entity that has a formal link by contractual arrangement to the College.
- (e) "Disciplinary Action" is any action deemed to be appropriate by the Principal or Senior Executives or in certain cases, the College Board as warranted.
- (f) "Electronic Messages" include but are not limited to, instant messages, emails and text messages.
- (g) "Employee" is any person employed by The Lakes College.
- (h) "Principal" is the current Lakes College Principal.
- (i) "Personal social media platforms" see the definition for Social Media.
- (j) "Prior authorisation" is written authority granted by The Lakes College Principal, or any other person he assigns.
- (k) "School Board" is the Board appointed by the Uniting Church in Australia (Queensland Synod).
- (l) "Senior Executive" is the School's Management Committee responsible for the day to day running of the School.
- (m) "Social Media" is any platform, which can be used for social interaction via any network service. These include, but are not limited to, Facebook, Twitter, Myspace, Instagram, Pinterest etc.
- (n) "Staff" is any person who is a member of the teaching or support staff of The Lakes College.
- (o) "Student" is any current enrolled student of The Lakes College.
- (p) "Parent and carer" is any person responsible for the care of a student currently enrolled at The Lakes College.

7.0 Policy Release Details

Date of Policy: June 2014

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Approved by

The Lakes College Board

Chairman.....

Date

Review Date

Annually in consultation with staff, parents and students