



SOCIAL MEDIA

If you need help to understand the information in this policy, please contact the school on 9547 1224



PURPOSE:

Athol Road Primary School recognises the short and long-term benefits that engaging with stakeholders via social media brings to our school and events.

The purpose of the Social Use Media policy is to:

- Inform and guide the way Athol Road Primary School (ARPS), its staff and the school community interact with social media.
- Protect the school's students, staff, assets and reputation through clear protocols for use of social media in official and personal capacities.

SCOPE:

This policy applies to use of social media by the Athol Road Community for school purposes.

Definitions:

Authorised Account User: a person who has been authorised by the Principal to use ARPS social media.

Authorised Social Media Accounts: ARPS social media accounts whose creation has been authorised by the Principal

Social Media: communication tools used to store, share or discuss information online. Social media include but are not limited to:

- Social networking sites (e.g., Facebook, Seesaw, LinkedIn, Google+, Twitter)
- Video and photo sharing websites (e.g. Flickr, YouTube, Instagram)
- Blogs, including corporate blogs and personal blogs • Micro-blogs (e.g. Blogger, Tumblr)
- Wikis and online collaborations (e.g. Wikipedia)
- Forums, discussion boards and groups (e.g. Google groups, Google Classroom)
- Podcasting and audio casting
- Video conferences and web conferences (e.g. WeVideo)
- Email and instant messaging (e.g. Sentral Parent Portal, SMS)
- Online petitions and surveys (e.g. Google Surveys, Survey Monkey)

The social media most commonly used at Athol Road Primary School are blogs, Google Drive, YouTube, Google Classroom, Seesaw, Sentral Parent Portal and digital newsletters. ARPS does not currently support Facebook, Twitter and Instagram use.

Compliance requirements:

Athol Road Primary School will comply with:

- The Public Administration Act 2004 (Vic)
- Code of Conduct for Victorian Public Service Employees made under that Act
- Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the teaching service
- Information Privacy Act 2000 (Vic)
- The Department of Education and Training's Acceptable Use Policy for ICT Systems

GUIDELINES

- Creation of social media accounts for an educational or communication purpose requires the written consent of the Principal or delegate
- Authorised Account Users of ARPS Social Media must adhere to the content of this policy and its intent
- Authorised Account Users acknowledge that:
 - All Authorised Social Media Accounts, user names, passwords, connections, and posts made whilst engaged in social media on behalf of ARPS both during and after office hours belong to ARPS
 - They will provide the username and passwords to any Authorised Social Media Accounts to the Technology Manager
 - They will not change the Username and Passwords of any Authorised Accounts without permission from the Technology Manager
 - They will not disclose or cause to be disclosed the Username and Password for any Authorised Account to anyone other than the Principal and the Technology Manager

- In the event of unauthorised use of ARPS social media, passwords will be reset

IMPLEMENTATION:

- Standards of conduct: Appropriate and inappropriate use Authorised Account Users must:
 - Use ARPS Social Media for the sole purpose of benefiting Athol Road Primary School
 - Ensure that posts reflect the values and support the vision and purpose of the school
 - Behave respectfully online
 - Protect the privacy of students by maintaining the confidentiality of personal information and health records. E.g. photographs of students used in ARPS Social Media (other than in the school newsletter, school website, and Seesaw) will be non-identifying
 - Comply with the terms and conditions of use of the relevant social media platform
- Authorised Account Users must not:
 - Publish any personal images or use language that could damage the reputation of the school
 - Publish material that is threatening, obscene, sexually explicit, derogatory, defamatory, harassing, discriminatory, or hateful to another person or entity, including ARPS, its employees, stakeholders and/or other business related individuals or organisations
 - Publish any content that could be deemed to be illegal
 - Publish any unauthorised images of students in line with the school's Parent/Guardian Recording Authorisation record
 - Make any disparaging or negative comments about ARPS or any of its employees, officers or stakeholders
 - Use social media platforms to sell or promote any product not directly benefiting the school
 - Make any announcements on behalf of ARPS unless specifically authorised to do so
 - Comment on topics that are not within the user's area of responsibility.
- Authorised employees using social media, in an official capacity, are given autonomy to represent school views in an ongoing conversation with the public, parents and students. However, there are occasions when content must be reviewed by the Principal. This includes, but is not limited to:
 - Content that is politically sensitive
 - Content that directly relates to teaching and learning
 - Content that is 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
 - Content that directly quotes another staff member (eg. a response attributed to the Principal)
- When interacting with ARPS Social Media, members of the school community are expected to behave in a respectful manner in accordance with school values. One important aspect of this is that complaints are to be directed through appropriate channels (refer Parent Communication Policy), not via social media.
- Standards of communication via social media: Authorised Account Users must:
 - Use correct grammar and spelling as far as practical
 - Ensure that posts are accurate and not misleading
- Intellectual property: Authorised Account Users must ensure that they do not breach any laws by:
 - Using the Athol Road Primary School name, logos and trademarks or other such intellectual property without permission
 - Using materials that are subject to copyright or passing them off as the user's own original work
- Parent/guardian consent is sought upon student enrolment and required:
 - for students to participate and register to use social media tools
 - to upload information, images and videos of students
 - Failure to obtain this consent may amount to a breach of privacy
- Standards of conduct using personal social media:
 - Employees 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 Athol Road Primary School. (refer to Education and Training Reform Act 2006 Ministerial Order 2009 Order 199)
 - Communication and reporting Information published via social media is a public record and a corporate record for record-keeping purposes.
- Any breach of this Policy may result in disciplinary or legal action. In addition, Victorian and Commonwealth legislation creates criminal offences for the misuse of social media (refer <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedialegal.aspx>)

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- School website
- Induction processes
- Staff briefings/meetings as required
- Newsletters
- Hard copy from school administration upon request

Related School Policies

- [Privacy](#)
- [Fundraising and Community Events](#)
- Complaints:
Refer [Parent Communication Policy](#)

POLICY REVIEW AND APPROVAL

Policy last reviewed	June 2021
Approved by	Principal
Next scheduled review date	June 2023