
Social Media Policy

Status: Final
April 2016

RATIONALE:

The widespread use of social media, and particularly Facebook, as a social networking platform provides opportunities to respectfully communicate and engage with current and prospective school community members. The purpose of this policy is to support the safe and positive use of social media, including the Rolling Hills Primary School [RHPS] official school Facebook page, YouTube and other social networking platforms, in order to share news about the activities and achievements of our Rolling Hills Primary School learning community to the school and wider community.

AIMS:

- To grow our school community spirit by promoting what makes our school great in an up to date manner using social media.
- To develop our school and community understanding of social media and to make connections with our school convenient and easily accessible.
- To provide an additional method of engaging with the school community in order to share student activities, achievements and other news.

GUIDELINES:

- RHPS will ensure that the Department and legislative requirements in relation to social networking and in particular, Facebook, are adhered to [see references] and that all users and administrators of the Rolling Hills Primary School Facebook page are aware of these policies and requirements
- All social media users and administrators are aware of appropriate usage guidelines and steps to be taken to deal with inappropriate use
- RHPS will ensure the smooth and successful running of social media and its Facebook Page for wider school community engagement.
- All users interacting with the Facebook page, by either liking or commenting on posts must do so using a Facebook account that clearly identifies them.
- Issues involving any of the students or staff must not be raised in the Facebook page.
- The community can support RHPS via a Facebook comment or a 'like'.
- RHPS will not support interactions that incite or fuel negative sentiments.
- *Children under 13 are not permitted to the following social media platforms, examples such as [and not limited to]: FaceBook, Instagram, Twitter, Pinterest, Tumblr, Snapchat. KiK [aged 17] requires parental permission. YouTube, Vine, Tinder, YikYak, Qoonh, all have an age restriction of 17.*

IMPLEMENTATION:

- The RHPS Facebook Page (hereafter referred to as the "Page") will be administered by two or more representatives from staff (hereafter referred to as the "Administrators").
- The role of the Administrators includes, but is not limited to:
 - a) Posting updates to the Page;
 - b) Monitoring comments and deleting inappropriate comments in a timely manner;
 - c) Blocking individuals from making further comments, where this is deemed warranted in consultation with the school Principal (for example, if the individual makes a comment that contains obscenities, threats, is sexually explicit or defamatory, or repeatedly makes comments that are negative, discriminatory or otherwise inappropriate).
- Administrators must choose the Facebook Page account option to receive email notifications of any comments or posts to the Page.
- Parental consent for the use of student photos and first names will be obtained on an annual basis. (Family names will not be used.)
- All content posted must be accurate and appropriate. It is the responsibility of the Administrator posting to ensure that only photos and/or names of students for whom parental consent has been granted are used.
- School staff will be made aware that their actions with the RHPS page will have implications for the privacy of their personal page.
- Staff are expected not to have parents of students of RHPS on their personal FaceBook pages.

POLICIES



- Initially, users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking on the like button. Users are able to author a posting of their own; however, these will be monitored and may be removed at the discretion of the school appointed Administrator.
- RHPS reserves the right to ban any user from interacting with its Facebook page for breaches of the Acceptable Usage Agreement.

EVALUATION:

The Social Media Policy shall be reviewed annually with a major review undertaken every 3 years by the Education Sub-Committee of School Council.

References:

1. Department of Education and Training (DET) Acceptable Use Policy: DET Information Communications and Technology (ICT) Resources. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/govrel/Policy/2011acceptable-use-policy-ICT.pdf>
2. DET Building Respectful and Safe Schools: A Resource for School Communities. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>
3. A Step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/incidents.pdf>
4. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/smcontent.pdf>
5. A Step-by-Step Guide for DET Employees to Access Legal and Well Being Support for Online Incidents of Concern. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/support.pdf>
6. The Victorian Teaching Profession Code of Conduct. Available at: <http://www.vit.vic.edu.au/SiteCollectionDocuments/PDF/Code-of-Conduct-June-2008.pdf>
7. Telecommunications Act 1997. Available at: <http://www.comlaw.gov.au/Details/C2010C00227>
8. www.Connectsafely.org

Supporting Documents:

Acceptable Usage Agreement