

SOCIAL MEDIA USAGE

POLICY

Rationale:

Heywood Consolidated School community understands that Social Media can be a powerful tool that enables staff, parents & students to communicate with each other in an empowering and innovative way. Heywood Consolidated School does; however, expect that staff, parents' and students' online behaviour reflects the same school values of **honesty, respect, and consideration** that they are required to display when communicating in person. This policy applies to all full & part time staff members, casual relief teachers, parents, students, contractors and others engaged by the school

Aims:

To ensure that staff members, parents, students & others engaged by the school understand their responsibility when using this medium, Heywood Consolidated School has developed the following guidelines.

- » Social networking sites such as **Facebook, Instagram, Twitter, Linked-In or Snapchat** must not be used as a platform for learning activities with students.
- » Staff members should not accept current students as 'friends' on their own social network sites or interact with students on social networking sites.
- » Staff members must show discretion when accepting current parents as 'friends' on their own social network sites and interact with parents according to this policy.
- » Staff members are advised to use professional discretion before accepting ex-students and parents as 'friends'.
- » Staff members and parents must not discuss students, or criticise school policies or personnel on social networking sites.
- » Parents and students must not discuss other parents, students or teachers, or criticise school policies or personnel on social networking sites.
- » Staff members must not post images that include students on their private social networking sites.
- » Parents and students must not post images that include teachers and other students on their private social networking sites.

Implementation:

Staff members, parents and students at Heywood Consolidated School are required to act in a professional manner at all times when accessing school computers, the internet and social networking sites.

To maintain professional standards, staff members, parents and students must:

- » Determine whether a particular posting could place their professionalism and integrity at risk. Users should only post items & comments that they are happy for anyone to see.
- » Respect the rights and confidentiality of others.
- » Not impersonate or falsely represent another person.
- » Not use commentary deemed to be defamatory, obscene, proprietary or libellous.
- » Not use social media to communicate personal grievances to others.
- » Not post content that is hateful, threatening, and pornographic or incites violence against others.
- » Not use obscene or offensive language towards others.
- » Exercise discretion with regards to the use of colourful language, derogatory remarks, exaggeration, legal conclusions & characterisations.

- » Discuss with personal friends the need for discretion when they post information or images that include the staff member, parent or student on their own social network pages.
 - it should be explained that once the material is posted it is identifiable and unmanageable.
- » Maintain sole control of security, privacy and access to their personal pages and information.
- » Visit their profile, security and privacy settings.
 - Privacy settings should be set to 'friends only'. Do not use 'Friends of Friends' and 'Network of Friends' settings as these open the content of social networking pages to a large group of unknown people.

Breaches of this Policy

A breach of this policy may also involve a breach of the Schools other policies such as:

- » Code of Conduct
- » Behaviour Management Policy
- » Communication & Grievance Policy
- » Cyber Bullying Policy
- » Child Safety Standards Policy
- » DET- Acceptable Use Agreement
- » Internet Usage
- » Acceptable Use of Technical Devices

Any breach of this policy will be considered by the Principal or their delegates, such as a member of the Leadership Team, School Council and will be dealt with on a case by case basis.

All reports of cyber bullying (refer to DET – Bully Stoppers guide) and other technology misuses will be investigated and may result in a notification to Police where the School is legally obliged to do so.

Staff members are reminded that their personal social networking must be consistent with the professional standards expected of them as a teacher.

Evaluation:

This policy will be reviewed as part of the school's four-year review cycle or earlier as required.

This policy was last ratified by School Council in...

Dec 2017