



SOCIAL MEDIA POLICY & PROCEDURE

EFFECTIVE: JANUARY 2015

ST JAMES' PRESENCE ON SOCIAL MEDIA

St James' Anglican School believes that social media can help support positive relationships within the School community. People already communicate online – families, students, staff and the general public. By creating an official presence on Social Media sites, the School is able to take control of its image online. It provides the School with an additional opportunity to engage with the School community. As parents can become more disconnected with the School through time pressures, online engagement is a powerful way to make parents feel a part of the School community. Additionally, it provides an opportunity for the community – including staff, students, volunteers, families and past students to take part in conversations related to the activities taking place at St James'.

St James' Anglican School encourages you to leave interactive comments and photos, this will help in the spirit of building our School Community, however we will review all comments and remove any that are inappropriate, offensive or don't reflect our School values. We will leave what you share that relates to the subjects covered on our social media page provided they are appropriate but please understand that we have the right to remove content if we see fit.

All users must comply with St James' Anglican School's Terms of Use and the Social Media Policy and procedure.

The School's use of Social Media, and its response to activities on Social Media, is always governed by the following key documents in the first instance:

- School Values
- Staff Handbook
- Parent/Student Handbook
- Privacy Policy
- Complaints & Dispute Resolution Policy
- Terms of Use (including those of the Social Media platform and those of the School)

STAFF & SCHOOL VOLUNTEERS USING SOCIAL MEDIA

These guidelines are for all St James' Anglican School employees or volunteers creating or contributing to any form of social media on or off the School premises; on or off the School's online presence; and on or off the School's supplied network. Failure to do so could put the reputation of St James' Anglican School at risk.



The School's newsletters, website and own Social Media page (Facebook) will always remain the focus of School communications. The School is one entity, albeit with different sections, and we should speak "with one voice".

If Departments, Learning Areas, Sub Schools, the P&F or its subcommittees or affiliated groups wish to establish a social media presence, they are required to discuss options with the School Principal before doing so.

If the current platforms are not meeting their needs, the Principal may be able to further develop the School's established services to assist with your specific requirements. Arrangements can be made to provide blogging options through the website, or to provide nominated individuals with Administrative and/or Editing rights to one or more of the online platforms, subject to the approval of the Principal.

If approval has been obtained to create a secondary or affiliated social media page/blog, the following applies:

Establish Terms of Use - Any affiliated group promoting School events or activities must publish their own Terms of Use, based on those contained within this document.

Monitor comments - Most people who maintain social media sites welcome comments – it builds credibility and community. If you have approval to set up a separate school-linked account, consider settings that allow you to review and approve comments before they appear. This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Protect the School's 'brand' - Do not use the St James' Anglican School crest, or any other St James' Anglican School icons or images on your personal online sites without permission. Do not use St James' Anglican School's name to promote or endorse any product, cause or political party or candidate.

Balanced online dialogue - Whether content is pre-moderated or community moderated, follow these three principles: the Good, the Bad, but not the Ugly. If the content is positive or negative and in context to the conversation, then approve the content regardless of whether it's favourable or unfavourable. But if the content is ugly, offensive, denigrating and completely out of context, then reject the content.



POSTING ON A SCHOOL (or a School – affiliated) PLATFORM

Acknowledge who you are - Your honesty - or dishonesty - will be quickly noticed in the social media environment. If you are blogging about your work at St James' Anglican School, use your real name, identify that you work for St James' Anglican School and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. You still need to keep confidentiality around proprietary information and content.

Be careful - Make sure your efforts to be transparent don't violate St James' Anglican School privacy or confidentiality policies.

Do not publish or report on conversations that are meant to be private or internal to St James' Anglican School without obtaining prior permission

All statements must be true and not misleading and all claims must be substantiated and approved

Never comment on anything related to legal matters without the appropriate approval

Be smart about protecting yourself, your privacy, and St James' Anglican School

What you publish is widely accessible and will be around for a long time, so consider the content carefully

Keep to your area of expertise - Make sure you write and post about your areas of expertise, especially as it relates to the School. If you are writing about a topic that St James' Anglican School is involved with, write in the first person. If you publish to a website outside St James' that relates to the School (including, but not limited to, activities, events, learning, professional development, and school members) please use a disclaimer. Remember, you are personally responsible for your content.

Take responsibility - What you write is ultimately your responsibility. Participation in social media on behalf of St James' Anglican School is not a right but an opportunity, so please treat it seriously and with respect. If you want to participate on behalf of St James' Anglican School, read our Terms of Use and related School Policies. You are obligated to abide by the terms and conditions set by the relevant Social Media platforms.

USING YOUR PERSONAL SOCIAL MEDIA ACCOUNT

You are legally liable for what you post on your own social media account and on the sites of others. Your social media account is yours and cannot be used for communicating about School related activities. It should also **not** be used to contact students, e-mailing is the correct forum for this.

School staff members are subject to increased public scrutiny because they work with children.



Using social media platforms, whether during or outside working hours, presents significant risks. Staff are governed by School policies in this regard, in addition to Department of Education policies and State and Federal legislation. Staff should refer to the Staff Handbook and relevant School policies in this regard. These policies are available at the Schools Administration Office and on the School website and apply to teaching and non-teaching staff.

Remember -

- Always follow relevant Terms of Use policies; each social media site has a code of conduct and when you sign on you are governed by that code of conduct
- Do not act unlawfully (such as breaching copyright) when using social media
- Make sure your personal online activities do not interfere with the performance of your job
- Be clear that your personal views are yours, and not necessarily the views of St James' Anglican School.
- Do not disclose confidential information obtained through the School
- Staff are strongly encouraged to regularly review their own privacy and security settings on their personal social media accounts, and to ensure it is set at an appropriate level
- The same laws, professional expectations, and guidelines for interacting with students, parents and other Staff members apply online as in the "real world"
- When communicating with parents and/or students electronically, use your official School email address
- The use of social media in the classroom must always have an educationally valid context
- Communicating with students using personal e-mail accounts and being "friends" with students on social networking sites is "unacceptable behaviour."
- Personal Social Networks must not be viewed by the teacher when the students are in the classroom
- Students must not have access to teacher's personal social networks
- Staff accessing personal social networks must be done in own time and in areas away from student viewing. Your online presence reflects the School. Be aware that your actions captured via images, posts, or comments can reflect that of the School
- If a parent and/or student contacts a staff member through a social media or social networking platform such as Facebook, do not respond through that platform
- If it is a genuine question or comment on School work or School-related topics, the staff member may reply using the official School email address
- Complaints or grievances raised through Social Media platforms should always be addressed through the channels outlined in the Dispute and Complaint Resolution Policy
- Staff members have the same rights in terms of harassment that students and parents have, and staff members can access the same processes outlined in the Dispute and Complaint Resolution Policy



PUBLICATION GUIDELINES

Any Social Media platforms used by St James' Anglican School will only act as supplementary communications mediums. The primary communication tools will remain direct parent communication, School newsletters, the School website.

Items that may be published through the School's Social Media presence includes (not limited to):

- School events and activities
- Community events and activities
- Significant School achievements and milestones
- School news of general interest
- Educational news of general interest
- Selected and appropriate photographs of students (Note: St James' will not name or tag any student in a post, image or other content without the permission of their parent/guardian.)
- Information from related organisations

As set out in the School's Privacy Policy, the School respects the confidentiality of students' and parents' personal information and the privacy of individuals. The same privacy principles that apply to newsletters, and the website will apply to any and all Social Media platforms managed by the School.

The School's Social Media platforms will be closely monitored and moderated to ensure the Terms of Use and Privacy Policy are adhered to at all times.

SOCIAL MEDIA TERMS OF USE

St James' Anglican School encourages members of our School community (including families, staff and students) to leave interactive comments and photos on our Social Media pages (including, but not limited, to Facebook and Twitter) .

We expect all users to abide by the relevant Social Media platforms Terms of Use Agreements, and St James' Anglican School Terms of Use as set out below:

Terms of Use

We expect all our community members to participate online in a respectful, relevant way that demonstrates the School's values and ethos.



We expect those who access and use the School's Social Media pages to:

- Post meaningful, respectful comments – in other words, no spam and no remarks that are off-topic or offensive
- Use common sense and common courtesy
- When disagreeing with others' opinions, keep it appropriate and polite
- Be smart about protecting yourself and your own privacy and security settings
- Abide by the Terms and Conditions set by the Social Media platform
- Act honestly and with integrity at all times
- Treat all people equitably and with respect
- Respect the privacy of others
- Encourage positive, constructive discussion
- Communicate with care and transparency
- Abide by the letter and the spirit of law
- Comply with all policies and procedures of St James' Anglican School as amended from time to time
- Refrain from any action that may bring St James' Anglican School into disrepute
- Refrain from any action that may endanger yourself or others physically, emotionally or spiritually
- Refrain from using their relationship with the School for unauthorised personal gain
- Report any unsafe/potentially unsafe behaviours or events to St James' Anglican School
- Report any abuse of others or the Terms of Use to the School
- Take personal responsibility for your comments, and behaviour online
- Users may tag themselves and/or their children in posts and images but may NOT tag or name any other person in a photo or content without their permission, and if person is under the age of 18, without the permission of their parent/guardian
- St James' will not name or tag any student in a post, image or other content without the permission of their parent/guardian

St James' retains the right to review all comments/content and remove any that are inappropriate and/or offensive or which don't reflect the School's values.

As part of our Terms of Use, those who use the School's Social Media pages will not:

- Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others
- Post graphic, obscene, explicit, hateful or racial content, including links, comments and/or images
- Publish, post, distribute or disseminate any defamatory, infringing, indecent, misleading or unlawful material or information
- Engage in cyber bullying, harassment or disrespectful conduct towards others – staff, parents, pupils, or any organisations or individuals 'followed' by a School Social Media account
- Use offensive language
- Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents



- Upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer
- Upload links to external web pages, websites or other that are not approved by St James' Anglican School. They will be deemed as spam and removed accordingly
- Delete any author attributions, legal notices or proprietary information
- Falsify the origin or source of software or other material contained in a file that is uploaded
- 'Troll' or deliberately disrupt discussion
- Include link baiting (embedding a link in your post to draw traffic to another own site)
- Violations of the Terms of Use may result in a user being banned, or if deemed appropriate, other legal or disciplinary measures may be taken

This is not intended to be an exhaustive list. Users should use their own good judgement when engaging with St James' Anglican School's Social Media platforms.