



## SOCIAL MEDIA POLICY

### BACKGROUND

Camelot Rise Primary School community understands social media can be a powerful tool that enables staff, parents and families to communicate with each other in an empowering and innovative way and recognises that it has become an important part of communication strategies.

Camelot Rise Primary School recognises the importance of engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Instagram, Pinterest, Twitter, blogs and other online tools through which people connect and share information.

When interacting on Camelot Rise Primary School's social media platforms we expect staff and families' online behaviour to reflect the school's values of Respect, Responsibility, Optimism and Resilience.

### GUIDELINES

- To provide staff, parents and families with set standards of behaviour which are consistent with the values and expectations of Camelot Rise Primary School.
- To protect the safety and wellbeing of staff, students and the school community.
- To build a school environment based on our values: Respect, Responsibility, Optimism and Resilience

### DEFINITIONS

Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks. This refers to all social networking sites. These sites include, but are not limited to;

- Social media sites (eg Facebook, LinkedIn)
- Video and Photo Sharing sites (eg Instagram, Snapchat, YouTube, Flickr)
- Blogs, including corporate blogs and personal blogs
- Micro-blogs (eg Twitter, Tumblr)
- Wikis and online collaborations (eg Wikipedia)
- Forums, discussion boards and groups (eg Google Groups)
- Podcasting and Audio Casting
- Video conferences and web conferences
- Online games
- Email and instant messaging, including SMS
- Online petitions

*Authorised Account User refers to a person who has been authorised by the Principal to use CRPS social media.*

*Authorised Social Media Accounts refers to CRPS social media accounts which have been authorised by the Principal.*

## **IMPLEMENTATION**

### **Rights and Responsibilities**

Every member of the school community has a right to fully participate in an educational environment that is safe, supportive, inclusive and welcoming. Our students, their parents/carers and our staff will treat each other with dignity and respect at all times, both online and offline.

#### ***Rights and Responsibilities of Students***

Students have a right to:

- work in a secure environment where, without intimidation, bullying (including cyber-bullying) or harassment they are able to fully develop their talents, interests and ambition
- participate fully in the school's educational program
- use the school's technology devices to support and enhance their education

Students have a responsibility to:

- treat all school technology with respect and responsibility
- uphold the school expectations as outlined in the CRPS Acceptable Use of Technology Agreement
- read and agree to terms and conditions of websites and social media, and follow these terms and conditions, including age restrictions
- remain safe online and never give out personal information
- be aware of what they are posting online and that Social Media are public forums
- demonstrate respect for the rights of others, including the right to learn and the confidentiality of others
- use appropriate language towards others, both online and offline
- not access social networking sites during the school working day without permission of a member of staff
- not impersonate or falsely represent another person
- not harm the reputation of Camelot Rise Primary School or those within its community
- not upload video, audio or photographs of any member of Camelot Rise Primary School's community without seeking and gaining appropriate permission

#### ***Rights and Responsibilities of Parents / Carers***

Parents/carers have a right to:

- expect that their children will be educated in a secure environment in which care, courtesy and respect for the rights of others are encouraged
- use social media to support positive communication amongst the school community
- read and/or participate in social media activities
- promote positive educational outcomes for their children by taking an active interest in their child's educational progress and by modelling positive behaviours
- read the school's Acceptable Use of Technologies Agreement, in collaboration with their child(ren), and sign and return this document annually
- uphold the school expectations as outlines in the school's Acceptable Use of Technologies Agreement and support their child(ren) in upholding these same expectations

- support the school in maintaining a safe and respectful learning environment for all students
- monitor their children's online social media activity
- be aware of the terms and conditions of Social Media sites and the respective age restrictions, and be aware that these do have implications for their primary aged children
- be aware that they are in breach of terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply
- seek permission from any individual involved before uploading photos, audio or video of others
- demonstrate respect for the rights of others, including the right to learn and the confidentiality of others
- not use any authorised social media accounts for any illegal activity, including violation of data privacy laws
- not distribute any information that might be deemed personal about other students
- not participate in spreading false or unsubstantiated rumours or false information in regards to the Camelot Rise Primary School community and its members

### ***Rights and Responsibilities of Staff***

Staff have a right to:

- expect that they will be able to teach in an orderly and cooperative environment
- be informed, within privacy requirements, about matters relating to students that will affect the teaching and learning program for that student
- use social media to support positive communication amongst the school community
- read and/or participate in social media activities

Staff have a responsibility to:

- fairly, reasonably and consistently, implement the Social Media Use policy
- use a range of teaching strategies and resources to engage students in effective learning, including a range of technologies
- uphold online behaviour which demonstrates our school values
- not accept current students as 'friends' on their own social network sites or interact with current students on social networking sites
- show discretion when accepting current parents and families as 'friends' on their own social network sites and interact with parents and families according to this policy
- use professional discretion when accepting ex-students and their families as 'friends' on any social media platform
- not discuss students or criticise school policies or personnel on social networking sites
- not post images of students on their personal social networking sites
- authorised account users will publish photographs to authorised social media accounts only according to guidelines set out in the school's permission documents
- be mindful that what they publish online can be easily made public and will always be online
- behave online in a manner which reflects the school values and expectations
- not participate in spreading false or unsubstantiated rumours or false information in regards to the Camelot Rise Primary School community and its members
- not post confidential student information online, except in school approved platforms such as Compass
- visit their profile's security and privacy settings on social networking sites and be aware of what information can be viewed publicly and privately

## RESOURCES

Camelot Rise Primary School observes the following legislation and at all times adheres to it:

- The Public Administration Act 2004 (Vic) and the Code of Conduct for Victorian Public Service Employees made under that Act
- Part 2.4 of the Education and Training 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
- The Charter of Human Rights and Responsibilities Act 2006

For more information, see Safe Schools are Effective Schools at <http://www.education.vic.gov.au/healthwellbeing/safety/bullying/default.htm>

Departmental advice to schools on cyber bullying at

<http://www.education.vic.gov.au/healthwellbeing/safety/bullying/cyber/default.htm>

Using Social Media Guidelines

<http://www.education.vic.gov.au/school/principals/spag/governance/Pages/socialmedia.aspx>

Using Social Media Guide for DET Employees

<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>

Examples of Social Media Use

<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/smuse.aspx>

## EVALUATION

This policy will be reviewed as part of the School's three-year review cycle.

## CERTIFICATION

This policy was endorsed by School Council at the meeting held on 16th May 2019.

Signed.....

Principal

Signed.....

School Council President