

Policy & Procedure

Social Media Policy

CONTEXT

St Michael's College is a Catholic School in the Lasallian tradition which is committed to the human and Christian education of the young, especially the poor, through;

Community: The College is an inclusive and respectful community where each individual is known, valued and cared for, enabling them to feel confident to explore their curiosities, flourish and fully realise their potential.

Challenge: Individual growth is achieved through engagement, opportunity, and recognition, underpinned by a positive learning culture that is authentic, challenging and supportive.

Choice: Through a quality Lasallian education, inspired by the Gospel and a concern for social justice, students are empowered to better choose who they become as people, learners, and leaders in the world.

The school fosters an inclusive and respectful environment that supports staff and students, allowing them to flourish.

The school promotes opportunities for community members to be positively engaged in ways that enable personal and collective growth.

The school values its diverse community and respects individuals' rights, beliefs, and practices.

OVERVIEW

St Michael's College understand that contemporary life requires adapting to ever changing methods of communication. The College has protocols in place for appropriate use of social media by staff and students. As part of the St Michael's College community, parents also have a responsibility to engage appropriately with social media that is linked to the College. The following guidelines provide direction on the nature of their engagement in social media activities on any platform in connection with the College either directly, or indirectly, in circumstances where a parent, staff member, student and/or community member of the College is identifiable.

The following policy outlines the standards of conduct required by members of the St Michael's College Community when using social media. It provides descriptions of expected principles in a variety of contexts and a framework for actions and decision-making.

DEFINITIONS

Social Media: A collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Social media may include (but is not limited to):

- Social networking sites (i.e. Facebook, Instagram, Yammer)
- Video and photo sharing websites (i.e. Youtube, Flickr, Vimeo)
- Blogs, including corporate blogs and personal blogs
- Blogs hosted by media outlets (i.e. 'comments' or 'your say' feature on theage.com.au)
- Micro-blogging (i.e. Twitter)
- Wikis and online collaborations (i.e. Wikipedia)

Parent: Any parent, guardian, partner, step-parent, grandparent, extended family member or caregiver of a student attending St Michael's College.



SCOPE

The policy applies to all adult members of the community, including students, staff, parents and caregivers, and any others who use social media in association with St Michael's College. For this document, the term "parent" refers to all listed above.

RESPONSIBILITIES FOR USING SOCIAL MEDIA

It is an expectation that all members of the school community will:

- Ensure interactions online are always respectful and reflective in the comments or language being used.
- Act in the best interests of all students, their families, staff, and all members of the school community.
- Ensure that what is said about others is truthful and fair.
- Not engage in harmful or judgmental digital conversation or correspondence.
- Use respectful and courteous language in electronic communication with all members of the College community and in all social media forums or platforms.
- Refrain from actions and behaviour that constitute bullying, harassment, discrimination, or vilification.
- Refrain from offensive, insulting or derogatory language or conduct.
- Ensure there is a valid educational context when communicating and sharing content between teachers and/or students and/or parents/caregivers.
- Support high-quality communication with the community, parents and students using social media platforms.
- Encourage a positive experience through social media interaction and be reminded that all online interactions are stored and recorded.
- Model and uphold respectful communication and interaction through any social media used.
- Be aware of the audience of any social media community - "If I post this here, who will be able to see it?"
- Ensure that any posted photo or video on Facebook or social media platforms has parental permission via Consent2Go and that the platform is monitored regularly.
- Ensure that the College crest or any identifiable college property or premises do not appear on any social media platform without the permission of the College.
- Be attentive to the content being generated, shared, or drawn to the attention of others.
- Ensure recording of content filmed on the College campus (including School Stream) is not shared on social media without permission of the College.
- Photography, filming and the use of staff names, student names or any type of imagery is not to be shared on social media platforms without permission. Permissions for students are recorded on Consent2Go.

COLLEGE RESPONSIBILITIES

- Investigate and respond to breaches of the Social Media Standards adhering to Data Breach Response Guidelines when a potential notifiable data breach has occurred on any official school social media platform.
- Ensure at least two staff members have administration access to the accounts, including one member of the leadership team. Be willing to remove any posts which do not align with the College's Mission or Vision or are in breach of this policy.
- Implement a procedure to ensure the account is monitored daily, including holiday and weekend reviews.
- Ensure personal details are protected and not openly shared at any time.
- Implement a procedure to ensure the administrator details are correct and up to date, including removing old administrator details.



STAFF RESPONSIBILITIES

Staff members are responsible for maintaining a high level of professionalism with respect to the College and their position as an educator to young students. This can be maintained through:

- Establishing clear and professional boundaries with students and parents whilst ensuring appropriate safeguards are in place, such as privacy settings.
- Protective practices for staff in their interactions with children and young people.
- Ensuring that contributions to personal social media accounts support the Mission, Vision, and Primary Values of St Michael's College.
- Ensure that related policies are correctly adhered to, and measures are taken to avoid involvement with material that can potentially put at risk personal safety, the privacy of themselves and/or others, and the safety of the school and/or members of the school community.
- Encouraging learning through the appropriate use of social media.

PARENTS/CAREGIVER'S RESPONSIBILITIES

- Parents should adhere to all points in the Social Media Policy.
- Parents should demonstrate respectful and responsible behaviours when communicating with and about their child's school online.
- Parents are to be aware of the Parent Charter Policy
- Parents are not permitted to create a website, blog, podcast, Facebook page, Instagram or Twitter account or any other social media in the school's name without the Principal's written permission.
- There are legal implications in sharing personal information, which applies to images and videos presented online.
- Parents should never tag a child's image with any personal information.

BREACHES OF POLICY

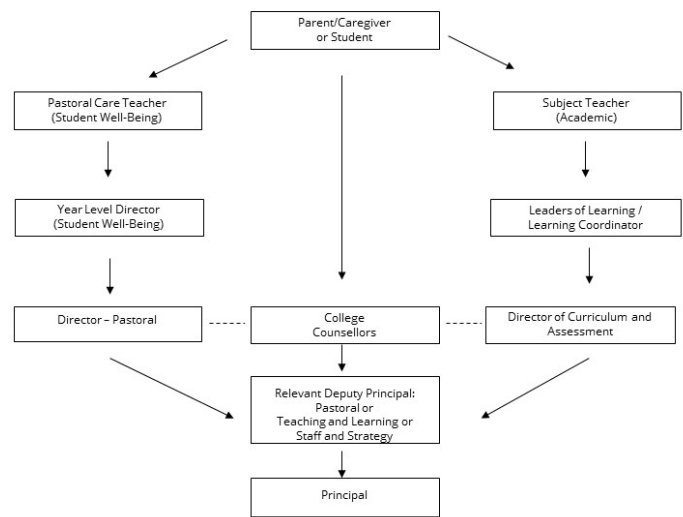
Depending on the circumstances, non-compliance with this Policy may constitute a breach of the St Michael's College Enrolment Agreement; sexual harassment, child protection or criminal laws; discrimination; privacy or some other contravention of the law. Failure to comply with the Policy by a parent may put at risk the continuation of their child's enrolment at the College. In serious cases, termination of the enrolment contractual agreement by the College may result. Cyberbullying and other online abuses may result in a notification to the Police or other relevant authorities where the College is legally obliged to do so.

Breaches of this policy can be addressed using formal lines of College communication as expressed below;

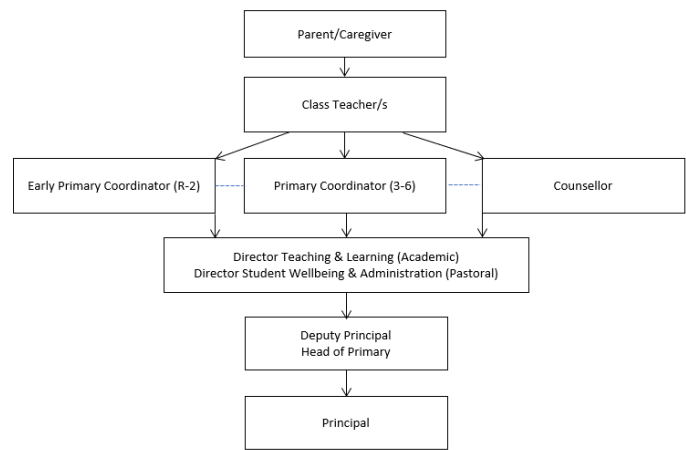


Secondary Campus

COMMUNICATION FLOW CHART



Primary Campus





RELATED POLICIES, PROCEDURES AND SUPPORT DOCUMENTS

This policy is to be read in conjunction with the following documents:

[Enrolment Policy](#)

[Child Safeguarding Program](#)

[CESA Social Media Policy](#)

[CESA Social Media Guidelines](#)

[Social Media Organisational Usage Policy](#)

[Student Use of Social Media Policy](#)

[Community Charter Policy](#)

[Parenting SA Safety for Families and Children](#)

[Cyber Incident Policy](#)

REVISION RECORD

Approval Authority: SMC Board

Reviewed: February 2023

Next Review Date: February 2024

Risk Rating: Extreme