Social Media Policy

Purpose

Mount Clear College has recognised the short and long-term benefits that engaging with our stakeholders via social media will bring to our school and events. Social media has become an important part of communication strategies.

The purpose of this policy is to:

- Inform and guide the way Mount Clear College, its staff and the school community interact with social media
- Protect the school's students, staff, assets and reputation through clear protocols for use of social media in official and personal capacities.

Scope

This policy applies to all social media pages of Mount Clear College. Our Social Media pages will be used as a social media forum to showcase College events, recognition of student achievements, sporting events, information evenings, careers information and as a means to share information with our College community.

Definitions

Authorised Account User: a person who has been authorised by the Principal to use Mount Clear College social media.

Authorised Social Media Accounts: Mount Clear College's social media accounts whose creation has been authorised by the Principal

Social Media: are communication tools used to store, share, or discuss information online. Social media include but are not limited to:

- Social networking sites (e.g. Facebook, Myspace, LinkedIn, Google+)
- Video and photo sharing websites (e.g. Flickr, YouTube, Instagram)
- Blogs, including corporate blogs and personal blogs
- Micro-blogs (e.g. Twitter, Tumblr)
- Wikis and online collaborations (e.g. Wikipedia)
- Forums, discussion boards and groups (e.g. Google groups)
- Podcasting and audio casting
- Video conferences and web conferences
- Email and instant messaging (including SMS)
- Online petitions.

The social media most commonly used in schools are blogs, Facebook, Twitter and email newsletters.

Implementation

Compliance requirements

Mount Clear College will comply with:

- 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 Training and 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 Department of Education and Training's Password Policy.

Policy Points
This policy provides guidelines for:
- preventing unauthorised creation and usage of social media accounts.
- authorised creation of social media accounts.
- ensuring the security of authorised social media accounts.
- appropriate conduct when using social media accounts where reference is made to Mount Clear College.
- ensuring all communication through social media with stakeholders and the media is consistent, well- informed, timely and accurate.
- ensuring comments to stakeholders, the media and other external sources are made through authorised representatives of the school.
- ensuring that consent to use of social media is obtained from parents/guardians.
- standards of conduct using personal social media to the extent it affects Mount Clear College.

Creation of social media accounts
Creation of a social media account for an educational or communication purpose requires the written consent of the Principal or delegate.

Authorised use of social media
Authorised Account Users of Mount Clear College Social Media must adhere to the content of this policy and its intent.

Security of Authorised Accounts
Authorised Account Users acknowledge that:
- all Authorised Social Media Accounts, usernames, passwords, connections, and posts made whilst engaged in social media on behalf of Mount Clear College both during and after office hours belong to Mount Clear College.
- they will provide the username and passwords to any Authorised Social Media Accounts to the Information Technology Manager.
- they will not change the Username and Passwords of any Authorised Accounts without permission from the Information Technology Manager.
- they will not disclose or cause to be disclosed the Username and Password for any Authorised Account to anyone other than the Principal and the Information Technology Manager.

In the event of unauthorised use of any Mount Clear College social media pages, passwords will be reset.

Standards of conduct – appropriate and inappropriate use
Authorised Account Users **must:**
- use Mount Clear College Social Media for the sole purpose of benefiting Mount Clear College.
- ensure that posts reflect the values and support the vision and purpose of Mount Clear College.
- behave respectfully online.
- protect the privacy of students by maintaining the confidentiality of personal information and health records. For example, photographs of students used in Mount Clear College Social Media will be non-identifying, unless a signed "Student & Parent/Guardian Consent for Electronic Recording &/or Publishing" has been received.
- comply with the terms and conditions of use of the relevant social media platform.

Authorised Account Users **must not:**
- publish any personal images or use language that could damage the reputation of the school.
- publish material that is threatening, obscene, sexually explicit, derogatory, defamatory, harassing, discriminatory, or hateful to another person or entity, including Mount Clear College, its employees,

stakeholders and/or other business-related individuals or organisations.
- publish any content that could be deemed to be illegal.
- publish any unauthorised images of students.
- make any disparaging or negative comments about Mount Clear College or any of its employees, officers or stakeholders.
- use social media platforms to sell or promote any product not directly benefiting the school.
- make any announcements on behalf of Mount Clear College unless specifically authorised to do so.
- comment on topics that are not within the user's area of responsibility.

Authorised employees using social media in an official capacity are given autonomy to represent the school's views in an ongoing conversation with the public, parents and students. However, there are occasions when content must be reviewed by the Principal. This includes, but is not limited to:
- content that is politically sensitive
- content that directly relates to teaching and learning
- content that is associated with a project or activity deemed to be high-risk
- a response to an individual or group that is deemed to be high-risk
- content that directly quotes another staff member (e.g. a response attributed to the Principal).

When interacting with Mount Clear College Social Media, members of the school community are expected to behave respectfully in accordance with the school's values. One important aspect of this is that complaints are to be directed through appropriate channels **not** via social media.

Standards of communication via social media
Authorised Account Users **must:**
- use correct grammar and spelling as far as practical
- ensure that posts are accurate and not misleading

Intellectual property
Authorised Account Users must ensure that they do not breach any laws by:
- using Mount Clear College's name, logos and trademarks, or other such intellectual property without permission.
- using materials that are subject to copyright or passing them off as the user's own original work.

Consent to use of social media
Parent/Guardian consent is required for students to participate and register to use social media tools.

Parent/Guardian consent is required to upload information, images and videos of students. This consent is sought upon student enrolment. This is very important as a failure to obtain this consent may amount to a breach of privacy.

Standards of conduct using personal social media
Employees using social media in a personal capacity must take due care to ensure that any comments, opinions, photographs or contributions made online are their own, as private citizens, and cannot be interpreted as an official statement or position of Mount Clear College *(refer to Education and Training Reform Act 2006 Ministerial Order 2009 Order 199).*

Communication and reporting
Information published via social media is a public record and a corporate record for record-keeping purposes.

Breaches

Any breach of this Policy may result in disciplinary or legal action. In addition, Victorian and Commonwealth legislation creates criminal offences for the misuse of social media (refer http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedialegal.aspx)

Complaints

Concerns about the content on our Facebook page should be directed to the College via telephone 03 5330 1500 or email mount.clear.sc@education.vic.gov.au. All concerns will be addressed in a timely manner.

Department of Education & Training (DET) Privacy Collection Statement

Mount Clear College is utilising social media tools to inform parents and community members of events and opportunities at the school and to build a stronger sense of school spirit and pride. We will post about upcoming and past events, achievements and school activities, including but not limited to photos and videos at events, images of student works and details of staff, students and wider community projects and achievements. Be aware that other registered users will be able to view any posting made by the Page administrators and any responses from other registered users that are posted.

Child Safe Standards

Victorian government schools are child safe environments. Our schools actively promote the safety and wellbeing of all students, and all school staff are committed to protecting students from abuse or harm in the school environment, in accordance with their legal obligations including child safe standards. All schools have a Child Safety Code of Conduct consistent with the Department's exemplar.

Review Cycle and Evaluation

Approved By	Mount Clear College School Council
Approval Date	March 2020
Author	Principal in conjunction with the Information Technology Manager
Responsible for review	Assistant Principal responsible for policies
Next Review Date	March 2021
References	Using Social Media: Guide for DET Employees https://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx Child Safe Standards http://www.education.vic.gov.au/about/programs/health/protect/Pages/childsafestandards.aspx