SOCIAL MEDIA POLICY	**Section**	Information Communication Technologies
	Number	ICT0617
	Version	May 2023
	Pages	9
	Date created	June 2017
	Approved	School Council
	Review	May 2025

1.0   INTRODUCTION

Social media is a way of sharing information and communicating with others that has become integral to society. Social media is driven by rapidly evolving computer-generated technology that allows the sharing of information through virtual communities and networks. This policy recognises the influence social media has on the reputation of the School and professional reputations of individuals. Furthermore, as the Western Australian Digital Technologies Curriculum specifies *Information and Communication Technology (ICT) Capability*, via conduits including those classified as social media, as an expected skill for students across the curriculum, staff are expected to be conversant in the use and appropriate application of social media contexts. Digital Technologies is defined as *'Any technologies controlled using digital logic, including computer hardware and software, digital media and media devices, digital toys and accessories and contemporary and emerging communication technologies.'* As such, this policy provides guidelines and procedures for the responsible use of social media to protect the reputation of the School and associated groups and individuals.

John Wollaston is an accredited eSmart School. "*An eSmart school is a school where the smart, safe and responsible use of information and communications technology is a cultural norm. Students, teachers and the wider school community are equipped to embrace the best these technologies can offer, while being savvy about the pitfalls.*" eSmart 2017

2.0   JOHN WOLLASTON VALUES STATEMENT

The use of social media at John Wollaston Anglican Community School (the School) is governed and guided by our Core Values, Staff Code of Conduct and Mission, Vision and Ethos. This document outlines the expectations pertaining to the use of social media for all members of the school community. To that end, it is an expectation that all members of the school community are cognisant of this policy when using social medial platforms specific to or referring to the School.

We have a shared responsibility to work together and promote the positive use of technology and monitor the acceptable use of electronic social platforms.

John Wollaston Anglican Community School has a philosophy of care that centres on the school community working together. We aim to create a 'Bright Future' for our students characterised by lifelong learning, resilience, displaying empathy for others and making a positive contribution to our world.

Our ethos is developed in accordance with the:

- School's Mission and Ethos and Core Values
- International Baccalaureate (IB) Mission Statement (and IB Learner Profile)
- Principles of Positive Psychology and Education

3.0   JOHN WOLLASTON ACS PRESENCE ON SOCIAL MEDIA

Social media can be used to build on the School's Core Values and strengthen positive relationships within our community. There is opportunity for all appropriate users to take part in conversations related to the events and activities taking place in the School. Achievements can be acknowledged and celebrated. This builds on our ethos of Positive Education and focusses on our strengths.

By creating an official presence using social media, we are able to take control of our image online. We acknowledge that social media is a significant tool in the way our current families and staff communicate. By officially joining this sphere, we are providing our community with the means to engage in the life of our school. Living in the 21st Century, online communication and social media are essential in connecting the School to the wider community.

For the purposes of this policy, the School's social media presence will be visible via official John Wollaston Anglican Community School accounts on the following platforms:

- Facebook https://www.facebook.com/JohnWollastonAnglicanCommunitySchool/
- Instagram https://www.instagram.com/johnwollastonacs/?hl=en
- YouTube https://www.youtube.com/channel/UC6VtS3g-7Qw3oG0sgNQ_tqQ
- LinkedIn https://www.linkedin.com/school/johnwollastonacs/

4.0   COMMUNICATION GUIDELINES

Key information will continue to be disseminated through letters, email, eNewsletters, SEQTA and the School website. Social media platforms used by the School will be complementary. The School's use of social media will be to highlight our achievements and success, and to promote the School within the wider community. Social media in this sense is about connection and engagement.

Items that may be published through the School's social media presence include (but are not limited to):

- School and community events and activities
- Significant school achievements and milestones
- School and educational news of general interest
- Appropriate photographs of students and staff
- Information from related organisations including the Parents and Friends Association (P&F), the Old Wollastonians' Association (OWA) and the Anglican Schools Commission (ASC)

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 will apply to all social media platforms managed by the School.

5.0   TERMS OF USE

The School's social media platforms will be closely monitored and moderated to ensure the Terms of Use and *Privacy Policy* are adhered to. We expect all social media users to participate online in a way that demonstrates the School's values and ethos.

Whilst it may not be the reality, the general public will often perceive that the views expressed by the individual employees or school volunteers, are the views of the School. Social media users (users) must be aware that the manner in which they conduct themselves outside of the School has the potential to be linked back to the School. Users should be aware of their responsibilities under the *Social Media Policy* as an individual.

Social media users:

- Must uphold the Core Values, Mission, Vision and Ethos and reputation of John Wollaston Anglican Community School.
- Must avoid any statement or inference that might bring the School into disrepute.
- Must make it clear the views shared are those of an individual and not made on behalf of the School.
- Must be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
- Must protect personal information entrusted to the School from distribution into the public domain.
- Must refrain from using their relationship with the School for unauthorised personal gain.
- Must report any unsafe or potentially unsafe behaviours or events to the School, including cyber bullying.
- Should declare their purpose and position as a representative of the School, if using an official staff or school account.
- Must take note of any Copyright/Creative Commons and Intellectual Property notices attached to content they wish to use/repurpose. Content sources must be acknowledged and cited when they are known.
- Must be apolitical, impartial and professional and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups.

In addition to the points listed above, social media users:

- Should not comment on the activities of the School apart from providing factual information that is on the public record, unless they have authority to do so.
- Must not use the School's branding or logos or create School branded accounts which could be interpreted as representing the School, without prior permission.
- Must not disclose confidential information pertaining to the School and that of students/parents/guardians/employees.
- Must not share information or material (including audio and visual types) that will denigrate or bring the School or individuals into disrepute.
- Must not comment on or re-post material on social networks that may damage the reputation of the School.
- Must not disclose official information unless authorised to do so or unless it is already in the public domain.
- Must not post images of staff or students on social media platforms, without prior permission.
- Must not commit the School to any action or initiative without appropriate authority.
- Must not sell goods, including second hand uniforms, ICT devices and books.
- Must not upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless they own or control the rights thereto or have received all necessary consents.
- Must not upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of other devices.
- Must not upload links to external web pages, websites or other links that are not approved by the School. They will be deemed as spam and removed.
- Must not falsify the origin or source of software or other material contained in a file that is uploaded.
- Must not 'Troll' or deliberately disrupt discussion.

- Must not use link baiting (embedding a link in your post to draw traffic to another site).

The School retains the right to review all comments/content and remove any that are inappropriate and/or offensive. Violations of the Terms of Use may result in a breach of the *Social Media Policy***, and lead to further action by the School or appropriate external authority.**

6.0 SCHOOL MANAGEMENT OF SOCIAL MEDIA ACCOUNTS

6.1 ADMINISTRATIVE SETTINGS ON SOCIAL MEDIA

6.1.1 Administration and Access

The Principal, the Manager of Community Engagement and Marketing and other selected members of staff will be provided with social media administration access at various levels:

- Administrator: *full access to all aspects of the Page/Site management;*
- Editor: *has access to most aspects of Page/Site management, excluding Page/Site roles management and settings;*
- Moderator: *has access to some aspects of Page/Site management, excluding Page/Site roles management and settings, editing the Page/Site, sending messages as the Page/Site.*

6.1.2 Word Blocking and Posting of Comments

Word blocking will be used by the Administrator/s to restrict the posting of inappropriate comments on social media. Blocked words will automatically mark a post or comment as spam. Messages marked as spam are visible only to Administrator/s. Administrator/s will determine whether the message should be unblocked or deleted.

Inappropriate comments posted but not in the first instance singled out by the Word Blocking or Profanity Blocking settings, will be deleted by the Administrator. Repeat offenders will be reported to social media sites and may also be banned from posting on the School's social media sites.

6.1.3 Profanity Blocking

Administrator/s will block profanity from appearing on social media. Facebook blocks the most commonly reported words and phrases marked offensive by the community. Administrators can view and/or release blocked messages.

6.1.4 Photo Tagging

Administrator/s can stop page visitors from tagging themselves and others in photographs and videos. By selecting this option, Administrator/s can tag photographs, or 'release' tags that others have made.

Note: The School is unable to prevent users from tagging themselves or others in the comments connected to a photo or video, but these posts can be moderated if required.

6.1.5 Posting of Photos and Videos by Others

Community members including staff, students and parents can submit photos or videos to the MANAGER OF COMMUNITY ENGAGEMENT AND MARKETING for approval and posting to social media.

6.1.6 Use of Student Photographs

Before posting any photographs to social media, the Administrator/s will:

- Check the Photo Permission Record for Students. This record is updated each year by the Policy and Programs Coordinator (PPC). The PPC updates student records on MAZE and SEQTA in the Student Information Panel (SIP) for staff information and access.
- Check the photograph for appropriate gestures and behaviour; clothing; backgrounds and signage.
- If in doubt the photograph will not be published.

6.1.7 Use of Staff Photographs

Staff are directed to the Photographs and Images clause in the relevant *Contract of Employment.*

6.2 GUIDELINES FOR MANAGING INAPPROPRIATE COMMENTS

In the event of the posting of inappropriate comments the following will apply:

- Minor comments - Ignore and monitor.
- Agitated comments - The Manager of Community Engagement and Marketing will monitor and respond in consultation with the Principal. The Principal may initiate direct contact with the commentator.
- In the event of continued agitation, the commentator may be banned. Social media sites allow for the reporting of inappropriate behaviour.
- The School's approach will be to educate, where possible, in the most positive way.

6.3 GUIDELINES FOR STUDENT INTERACTION

- Students will be expected to adhere to the *ICT Appropriate Use Policy: Students* and the Student ICT User Agreement appropriate to their age and year group.
- Nominated/selected student representatives, from the ages of 13 to 18 inclusive, may be invited to submit posts to the School's social media sites. These posts will be subject to approval by the Manager of Community Engagement and Marketing and the Principal.
- It is expected that parents will monitor their child's access to social media, outside of school hours.

6.4 GUIDELINES FOR DEPARTMENTAL OR SPECIAL INTEREST GROUP SOCIAL MEDIA SITES

If the School's current social media platforms are not meeting the needs of internal groups and external committees and associations affiliated with the School, such as the P&F Association, a representative of the group should meet with the Manager of Community Engagement and Marketing and the Principal to explore the options available.

If groups, committees or associations affiliated with the School, wish to establish an independent social media presence, a representative of the group is required to discuss this with the Manager of Community Engagement and Marketing and the Principal. The permission of the Principal will be required.

If permission is obtained to create a secondary or affiliated social media presence the following will apply:

- **Establish Terms of Use:** The association or affiliated group must publish their own Terms of Use, based on those contained within this document.
- **Monitor Comments:** The Administrator/s should consider settings that allow the review and approval of comments before they appear. This will allow the ability to respond quickly, to delete inappropriate comments and to block individuals as required.
- **Protect the School's 'brand':** Administrators and commentators may not use the John Wollaston Anglican Community School Crest, any other related icons or images on personal online sites without permission. The School's name must not be used to promote or endorse any product, cause, political party or candidate. The Manager of Community Engagement and Marketing should become an additional Administrator of this site to monitor and ensure the School is protected.
- **Balanced Online Dialogue:** Administrators moderating online posts will consider if the content is positive or negative and in context to the conversation. If so, then the content will be approved regardless of whether it is favourable or unfavourable. If the content is offensive, denigrating and or out of context, it will be rejected.

6.5 GUIDELINES FOR POSTING ON A SCHOOL (OR SCHOOL-AFFILIATED) PLATFORM

6.5.1 Acknowledge your identity

Users blogging about their work at the School should use their real name, identify that they work for the School and be clear about their role.

6.5.2 Be careful. Commentators should:
- Be transparent and respect the School's *Privacy Policy*;
- Not publish or report on conversations intended to be private or internal to the School without obtaining prior permission;
- Be honest. All statements must be true and all claims must be substantiated and approved;
- Never comment on anything related to legal matters without the appropriate permission;
- Be careful about protecting themselves, their privacy, and the School; and
- Consider content carefully before posting. Published content is widely accessible and is difficult to remove.

6.5.3 Keep to their area of expertise

Commentators should post about their area of expertise. When publishing to a website outside of the School which relates to the School, the publisher should use a disclaimer e.g. *"The opinions expressed are solely my own and do not express the views or opinions of my employer."*

6.5.4 Build community

Social media communication from the School should be worthwhile and help build a sense of community between parents, staff, students and the broader community.

6.5.5 Take responsibility

Individual commentators must accept responsibility for what they write. Participation in social media on behalf of the School is to be treated with respect and users should abide by the *Social Media Policy* and all related School policies. All users must abide by the terms and conditions set by the social media platforms they access. Commentators should not denigrate the School or its competitors.

6.6 GUIDELINES ON PERSONAL SOCIAL MEDIA ACCOUNT USE FOR SCHOOL PURPOSES

If staff or community members use a personal social media account for communicating about School related activities, they should:

- **Acknowledge Identity:** In personal posts, users may identify themselves as staff or a volunteer. Users should never pretend to be someone else and post about the School. A disclaimer must be included clearly stating that the views printed are their own. E.g. *"The opinions expressed are solely my own and do not express the views and opinions of my employer."*

- **Be a good social citizen:** If users identify their affiliation with the School in their comments, readers will associate them with the School, even if they have published a disclaimer that their views are their own. Users must also make sure their personal online activities do not interfere with the performance of their role at the School.

- **Be aware of liability:** Users are legally liable for what they post on their own site and on the sites of others.

- **Protect identity and confidentiality:** Users should not provide personal information that could be used against them such as an address, telephone number or date of birth. Users must not disclose confidential information obtained through the School.

7.0 GUIDELINES FOR SCHOOL STAFF

School staff are subject to increased public scrutiny because they work with children. Using personal social media platforms, during or outside working hours, presents significant risks. Staff are directed to the *Code of Conduct for Staff Policy*, Principle 6: *Appropriate Use of Electronic Communication and Social Networking Sites.*

1. Staff are legally liable for what they post on their own social media sites and to the sites of others. The same laws, professional expectations and guidelines for interacting with students, parents and other staff apply online as in the real world.

2. Staff are advised to exercise caution when posting comments about school activities e.g. excursions and sports carnivals etc., on their own personal social media accounts. Images of children other than those of the staff member should not be posted.

3. When communicating with parents and/or students electronically at school, staff are required to use their official School email address.

4. A personal relationship with current students via social media where staff 'friend', 'follow', 'add' or accept similar invitations, exceeds the bounds of a staff/student relationship and leaves staff open to allegations of misconduct. As such, staff should not engage in any cyber relationships with current students.

5. Staff are ill-advised to accept ex-students or parents of current students as 'friends' or 'followers' on social media sites.

6. Communicating with students using personal e-mail accounts exceeds the bounds of a staff/student relationship. Contact should be made through the School's official communication channels, such as email and SEQTA. Staff are governed by policies of the Anglican School's Commission (ASC) and the School, in addition to State and Federal legislation. Staff should refer to the Staff Handbook at *J:\Staff Read Only\STAFF HANDBOOK* and relevant School policies located at *J:\Staff Read Only\SCHOOL POLICIES\Current Policies.* These documents apply to all staff.

7. If parents/guardians or students make contact with staff through a social media platform, the responses will be monitored by staff with administrative access and responded to as appropriate.

8. The use of social media in the classroom must always have an educationally valid and relevant context.

9. Students must not be provided with user names and passwords enabling access to staff personal social networks.

10. Staff access of personal social networks must be done in their own time and in areas away from student/public viewing. Staff must be aware that their actions captured via images, posts or comments may reflect on the School.

11. Staff are strongly encouraged to regularly review their own privacy and security settings on their personal social media accounts; they should be set at an appropriate level. Staff should be mindful of what information other people may find or access within the public domain. Staff are reminded that they should not expect content shared on social media sites to remain private as it may unintentionally be seen by colleagues, the media, students or their families.

12. Staff have the same rights in terms of bullying and harassment as students and parents/guardians. Complaints or grievances raised through social media platforms should always be addressed through the procedures outlined in the *Dispute and Complaint Resolution Policy and Procedures – ASC Schools WA*.

8.0 STAFF REASONABLE PERSONAL USE DURING WORK HOURS

When accessing social media using school resources (including time, hardware and the Network) staff must do so in a manner that complies with the *Code of Conduct for Staff Policy;* the *Social Media Policy* and the *Use of Electronic Facilities Policy (ASC).* Times, during school hours, when reasonable use would apply are:

- Break times and before and after work
- Other times for the purposes of educational research or as part of lesson preparation or delivery

9.0 STAFF BREACHING THE SOCIAL MEDIA POLICY

Examples of unacceptable social media use include:

- Bringing the School or individuals into disrepute
- Denigrating or slandering the School or individuals
- Breaching the: *Code of Conduct for Staff Policy; Use of Electronic Facilities Policy (ASC); Privacy Policy; Equal Employment Opportunity, Discrimination and Harassment Policy and Procedures (ASC)*
- Excessive or inappropriate use of Social Media using school resources

In certain circumstances staff may face legal action or have their contract terminated for serious breaches of the *Social Media Policy*. The School reserves the right to report concerns to the appropriate authorities, should this be required.

10.0 RELATED SCHOOL POLICIES AND DOCUMENTS

- *Use of Electronic Facilities Policy (ASC),* including the *Network Use Agreement (for Staff)*
- *Child Safe Policy (WA) (ASC)*
- *Code of Conduct for Staff Policy*
- *Complaints and Disputes Resolution Policy*

- *Dispute and Complaint Resolution Policy and Procedures – ASC Schools (WA)*
- *Equal Employment Opportunity, Discrimination and Harassment Policy and Procedures (ASC)*
- *Use and Protection of Intellectual Property (ASC)*
- *Privacy Policy and Procedures*
- School Values and Mission Statement
- Staff *Contract of Employment*
- *Staff Handbook*
- *Student Code of Conduct: Primary*
- *Student Code of Conduct: Secondary*
- *ICT Appropriate Use Policy (Students) including ICT User Agreements*

11.0   RELATED LEGISLATION

Acts and Regulations that may be associated with the use of social media may include but are not exclusive to:
- Criminal Code Amendment (Cyber Predators) Act 2006
- Copyright Act, 1968
- Educational Services (Teachers) Award 2010
- Fair Work Act 2009
- Privacy Act 1988
- School Education Act 1999 (WA)
- School Education Regulations 2000
- Teacher Registration Act 2012
- Teacher Registration (General) Regulations 2012
- Telecommunications Act 1997
- Telecommunications (Interception and Access) Act 1979
- The Anglican Schools Commission Incorporated Western Australian Agreement 2019

Employees must read, understand and comply with this policy in addition to the *the Use of Electronic Facilities Policy (ASC)*, including the *Network Use Agreement (for Staff)*. The above requirements apply regardless of whether you have restricted the access to your personal social media accounts to selected persons only.

12.0   REFERENCES

eSmart 2020, *What is eSmart Schools*, Allanah & Madeline Foundation, https://www.esmart.org.au/what-is-esmart/

eSafety Commissioner, Australian Government, *Cyberbullying* https://www.esafety.gov.au/key-issues/cyberbullying

eSafety Commissioner, Australian Government, *Online Safety and Wellbeing* https://www.esafety.gov.au/key-issues/online-safety-and-wellbeing-directory

Think U Know 2020, *Thinkuknow What Young People See, Say and Do Online?* Australian Federal Police, https://www.thinkuknow.org.au/

Managing Your Digital Show, 2020, Think U Know, Australian Federal Police https://www.thinkuknow.org.au/resources/factsheets-parents/managing-your-reputation