

SOCIAL MEDIA POLICY

Purpose

Salesian College Chadstone (**the College**) wishes to foster an environment where all members of the College community are able to engage with each other in a positive and rewarding manner. Each member of the College community is important, valued and respected.

To that end the College is committed to providing for all employees, students and other people who, for whatever reason, are in an area under the control of the College, an environment where all forms of communication and information sharing are positive, productive, valuable and free from adversity.

The College also recognises that it is crucial to embrace and utilise changing methods of communication and technology to ensure that all members of the community are engaging, collaborating, learning and communicating in the 21st century digital environment. The College acknowledges that the use of social media can be an effective business and social tool and that social media is widely used by members of the College community to express their views on a range of issues.

The purpose of this Policy, therefore, is to set out the guiding principles for the acceptable use of social media by members of the College community.

Defining Social Media

Social media is any form of online or web-based publication, forum or presence that allows interactive communication, including, but not limited to, Facebook, LinkedIn, Instagram, blogs, forums, discussion boards, chat rooms, Wikis, Twitter and YouTube.

The College utilises social media to share information with the community regarding the wide range of activities and events taking place at the College currently.

Scope

This Policy applies to Staff, Students and Parents of Salesian College.

This Policy is to be read in conjunction with the following Salesian College policies:

- Anti-Bullying Policy
- Code of Behaviour
- Parent Code of Conduct
- Privacy Policy
- Information & Communication Technology Policy

Rights and Responsibilities

The College expects that all members of the College community behave within and outside of the school in such a manner that the welfare of other members of the community is not adversely impacted upon or the reputation of the College is not negatively affected or brought into disrepute. The College, therefore, expects that members of the College community, when using social media, show courtesy and respect to others and not use social media to abuse others, expose them to offensive or inappropriate content, or to denigrate or show disrespect for the school or members of the community.

When using social media, College community members must ensure that they:

Respect the rights and confidentiality of others;

- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use obscene or offensive language, or post obscene or offensive content;

- Do not utilise social media as a means of dispute resolution;
- Do not harm the reputation and good standing of the College or those within its community.

Breach of this Policy

All members of the College community are empowered to raise concerns with the College regarding breaches of this policy. Alleged breaches of this policy will be investigated on a case-by-case basis by the Principal or their delegate. Incidents involving potentially illegal activity will be reported to Victoria Police. This includes harassment of others and publishing of inappropriate images.

Sanctions for Students breaching this policy may include:

- Limited or forfeited computer privileges;
- Caution
- Detention
- Suspension
- Expulsion
- Criminal investigations by Victoria Police.

Sanctions for Parents breaching this policy may include:

- Termination of their child's enrolment;
- Legal action
- Criminal investigations by Victoria Police

Sanctions for Staff breaching this policy may include:

- Formal warnings;
- Suspension;
- Termination of employment.

A breach of this policy may also constitute a breach of other College policies, such as:

- Code of Behaviour;
- Parent Code of Conduct;
- Anti-Bullying Policy;
- Information and Communication Technology Policy;
- OH & S Policies

Student Guidelines

- When using social media, Students are expected to ensure that they:
- Read and agree to the terms and conditions of social media sites and platforms, particularly noting that most sites have age restrictions on their use;
- Are aware that social media sites and platforms are public forums and content posted on them is indelible;
- Will not access social media sites and platforms during school hours without permission from a College staff member;
- Will not post, share, condone or distribute content that is hateful, threatening, pornographic, offensive, illegal or incites violence against others;
- Will respect the rights and confidentiality of others;
- Will not bully, harass, intimidate, derogate, threaten or vilify others;
- Do not impersonate or falsely represent their identity;
- Refrain from giving out or publishing their personal information or personal information of others;
- Do not harm the reputation of the College or those within the College community;
- Do not use social media platforms, including those endorsed or engaged in by the College as a means of formal communication with the College.

Parent Guidelines

Social media platforms can foster positive and open communication between students, parents and teachers which can have a positive impact on learning at Salesian College. The College encourages parents to participate in such activities where appropriate but requests that parents act responsibly and respectfully at all times. Accordingly, when using social media, Parents are expected to ensure that they:

- Educate their children on appropriate social media use and etiquette and model positive social media engagement to their children;
- Monitor and be aware of their children's social media activities, as far as possible;
- Are aware of the terms and conditions of social media sites and platforms, particularly noting that most sites have age restrictions on their use;
- Are aware, and ensure their children are aware, that social media sites and platforms are public forums and content posted on them is indelible;
- Before uploading photographs or videos, seek appropriate permission from any individual involved, particularly staff and students;
- Will not post, share, condone or distribute content that is hateful, threatening, pornographic, offensive, illegal or incites violence against others;
- Will respect the rights and confidentiality of others;
- Will not bully, harass, intimidate, derogate, threaten or vilify others;
- Do not impersonate or falsely represent their identity;
- Refrain from giving out or publishing their personal information or personal information of others;
- Do not harm the reputation of the College or those within the College community;
- Do not use social media platforms as a means of dispute resolution;
- Do not use social media platforms, including those endorsed or engaged in by the College as a means of formal communication with the College.

- They will respect the rights and confidentiality of others;
- They will not bully, harass, intimidate, derogate, threaten or vilify others;
- They refrain from giving out or publishing their personal information or personal information of others;
- They do not harm the reputation of the College or those within the College community;
- Do not use social media platforms as a means of dispute resolution.

Official College Social Media Monitoring

The College monitors Official College social pages in accordance with this Social Media Policy.

Staff and Teacher Guidelines

- Social media and online technologies can be invaluable in supporting the College curriculum and student's learning as well as promoting community engagement. Staff should be minded, however, to ensure that the use of social media and other online communication technologies is always appropriate and positive.
- Accordingly, College staff are expected to ensure that:
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 - Online behaviour always reflects and demonstrates the Catholic ethos and pastoral care culture of the College;
 - Social media platforms are not be used as a platform for learning activities with students;
 - They should refrain from accepting students as 'friends' or 'followers' on social media platforms and should not interact with students on a personal level on any social media sites
 - They should refrain from accepting past students or parents of current students as 'friends' or 'followers' on social media platforms
 - They will not discuss students or colleagues or publicly criticise the College or its internal operations on social media platforms;
 - Before uploading photographs or videos, seek appropriate permission from any individual involved, particularly other staff and students;
 - They will not post, share, condone or distribute content that is hateful, threatening, pornographic, offensive, illegal or incites violence against others;