



SOCIAL MEDIA

POLICY

Rationale:

Social media provides an opportunity to engage and interact with our various audiences such as parents, students, staff and the wider community.

Social media is a group of online applications that allow people to easily publish, share and discuss content, such as:

- Social networking sites
- Facebook
- Wikis
- Blogs
- Video and audio sharing sites
- Message boards

Aim:

- To inform and guide the way Richmond Primary School interacts via social media. This policy applies to all staff, students, parents, care givers and the wider school community.

Implementation:

RPS Use of Social Media

- School accounts on Social Media platforms such as Twitter and Facebook are approved for use only through the authority of the Principal. No other employees or parent members of the school community are to officially represent the School unless otherwise authorised by the Principal.
- A range of student-friendly online information sharing platforms have also been approved for use. These are moderated through classroom teachers and have strict protocols of use in place to protect student privacy. They include such forums as: Edmodo; Evernote and Class Dojo. No other platforms are to be used unless otherwise authorised by the Principal.
- RPS's social media account/s remain the property of the school and as such will only ever be utilised to publish school related content
- All official communication via social media must be authorised by the Principal / delegate
- Only authorised employees may create social media identities, profiles or accounts that use the RPS name, emblem or brand, or are designed to represent the school in any way.
- Authorised staff have the right to delete official posts or comments that are deemed to be defamatory or offensive.
- Any posted content/comments that are in breach of this policy will be reported as abusive and in severe cases the police contacted
- Only students that have signed consent from their parents/guardians will be allowed to be displayed on RPS social media account

Roles and Responsibilities:

Principal/Assistant Principal / Social Media or Webpage staff:

- Ensure approval for social media activity is obtained from principal/delegate
- Ensure that written consent is obtained before the use of photos/student work is uploaded onto the schools page
- Ensure that staff, parents and students understand and comply with this policy
- Provide relevant training to those who will be using social media on behalf of RPS

- Ensure protective practices are in place to safeguard teachers and students
- Provide opportunities for staff and students to identify and report offensive online material or behaviour
- Act to quickly remedy issues when they arise

Teaching staff

- Ensure approval has been granted for social media activity from the principal/ delegate
- Adhere to the RPS social media policy and DET guidelines; (please refer to the resource <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmediascope.aspx>)
- Ensure all material published is respectful of all individuals , the school, the department and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful
- Ensure that all content published is accurate and not misleading
- Be clear that your personal views are yours, and not necessarily the views of the school or department
- Do not disclose confidential information obtained through work.

Students

- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community. This includes the publication of full names or other identifying details in public Social Media forums;
- Apply cyber-safety strategies and instructions when using social media.

Parents/Caregivers

- Parents using school developed social media must act in accordance with this policy and other related policies and laws. Parents are to refrain from making derogatory or inflammatory comments regarding the school, school staff, students or other parents.
- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community
- Written consent from parents / caregivers will need to be obtained before using photos involving RPS School students
- Written consent from the Principal will need to be obtained before using any photos involving RPS activities

Evaluation:

This policy will be reviewed as part of the school's 3-year review cycle.

This policy was last ratified by School Council in

June 2016.