

SOCIAL MEDIA POLICY

Purpose:

The Lakes South Morang College aims to build a community where all members – students, families and staff are able to communicate with integrity in an honest and respectful manner. This policy and code of conduct aims to guide the acceptable usage of the College Facebook page.

All members of The Lakes community must therefore consider and incorporate the school values and protocols when communicating information so as to:

- preserve the professionalism of the school,
- protect the rights of individuals,
- uphold our duty of care to students, and
- comply with departmental and legal requirements.

The purpose of the Facebook page is to provide platforms that serve their role in strengthening the school community and enhancing the wellbeing and connectedness of all community members in a positive and united way. To this end, The Lakes South Morang College Facebook Policy defines appropriate terms of use by parents/carers, students and staff and staff.

Policy Statement:

1. Values

The Lakes South Morang College is committed to:

- Promoting a friendly, collaborative and cooperative relationship between students, parents/carers and teachers.
- Listening and respecting both students' and parents'/carers' ideas, opinions and suggestions.
- Providing opportunities for parents/carers to share information both formally and informally with the College.

- Nurturing a spirit of respect and cooperation between students, parents/ carers, and the College.
- Providing an environment that is sensitive to the cultural and social values of families and the community.
- Ensuring confidential information is managed in a manner consistent with community expectations, professional standards and legal obligations.

2. Scope

This policy applies to all individuals who are directly affiliated with The Lakes South Morang College. This includes:

- All school staff members
- All students
- School Council and Subcommittee groups
- Family members / guardians of The Lakes students
- Pre-service Students, Visiting Teachers, CRT's
- Volunteers

Procedures:

The College is responsible for:

- Administering and moderating The Lakes South Morang College Page
- Key priorities include: Key communications; emergency alerts (evacuations, delayed buses, etc.); events (dates, details and reminders); public, promotional and celebratory information; photos of events; and, achievements, awards and acknowledgements.

- Ensuring that DET and legislative requirements in relation to social networking and in particular, Facebook, are adhered to and that all users and moderators of the pages are aware of these policies
- Ensuring that all users and moderators are aware of *Appropriate Use Guidelines related to Social Media* and steps that will be taken to deal with inappropriate use
- Mitigating the risk of civil or criminal legal action and damage to The Lakes South Morang College reputation
- Ensuring the smooth and successful running of The Lakes South Morang College Facebook page and promotion of The Lakes South Morang College as a best practice model of technological innovation and wider school community engagement.

The Lakes South Morang College users are responsible for:

- ensuring that they adhere to the *College Appropriate Use Guidelines related to Social Media*

Appendices:

- Appropriate Use Guidelines related to Social Media

Evaluation:

In order to assess whether the values and purposes of the policy have been achieved, The Lakes South Morang College will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness

- monitor the implementation, compliance, complaints and incidents in relation to this policy
- keep the policy up to date with current legislation, research, policy and best practice
- notify parents/carers at least 14 days before making any changes to this policy or its procedures.
- revise the policy and procedures as part of the College's policy review cycle, or as required.

Policy review and approval:

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| Policy last reviewed: | April 2022 |
| Consulted with: | College Council |
| Approved by: | College Principal |
| Next scheduled review date: | April 2024 |



The Lakes
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Appendix 1:

Acceptable Use Guidelines related to Social Media

Social networking sites have potential to enable parents/carers to access information about the College and build relationships between the College and its community.

As a guide, the College supports the school community in engaging in social networking sites to communicate and collaborate, however urges individuals to consider the following prior to posting commentary or information about the College, staff, students, or anyone else associated with the School:

- Is the social networking site the appropriate channel to raise concerns, give this feedback or express these views? Would private and confidential discussions with the College be more appropriate? Social media/internet sites should not be used to name individuals and make abusive comments about those people. It may be more appropriate and constructive to raise concerns directly with the school.
- Are comments likely to cause emotional or reputational harm to individuals? The reputational impact that the posting of such material may have to students, staff or the College; any detrimental harm that the School may suffer as a result of the posting; and the impact that such a posting may have on students learning.

Aims

- To encourage social networking sites to be used in a beneficial and positive way by The Lakes community
- To set parameters & expectations for school community-administered social networking sites linked to The Lakes South Morang College
- To safeguard the reputation of students, staff and the College from the negative effects of social networking sites
- To clarify what the College considers to be appropriate and inappropriate use of social networking sites by parents/carers
- Set out procedures and actions the College will follow in administering and moderating The Lakes South Morang College Facebook page

Administration and moderation

- The Lakes South Morang College Page will be administered and moderated by The Lakes leadership team.

Membership

- The Lakes South Morang College Page will be a public group
- The school reserves the right to ban any user from interacting with its Facebook pages for those who do not meet the ongoing criteria of acceptable use guidelines.

Acceptable Use

- Members have a right to an opinion, however issues with a College decision/policy or other issue, needs to be taken directly to the College.
- Defamatory comments about the College, staff or students will not be tolerated and posts of this nature will be deleted.
- Members must respect privacy and not reveal details that identify individuals/staff/families.
- Questions that administrators cannot answer to be responded with "Please contact the College during office hours to make an appointment for this issue to be resolved quickly and positively." to avoid misinformation.
- Users will not be able to author a posting of their own or load media such as photos or videos unless they have administrative rights.
- Users to refrain from business advertising.

Procedures for inappropriate use

The College will always with concerns raised by parents/carers in a professional and appropriate manner, and understand that users may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the College will usually discuss the matter with the parent/carer to try and resolve the matter and to ask that the relevant information be removed from the social networking site in question.

In serious cases or cases of defamation, the College may consider taking the following action:

- Block or restrict the users access to the page;
- Obtain legal advice and/or legal action where the information posted is defamatory in any way or if the circumstances warrant this;
- Communicate the College's concerns in writing, giving users a warning and requesting that the material in question is removed;
- Contact the Police where the College feels it appropriate – for example, if it considers a crime (such as harassment) has been committed; or in cases where the posting has a racial element, is considered to be grossly obscene or is threatening violence;
- Contact the host/provider of the Social Networking site to report inappropriate conduct.