



Social Media Policy

Rationale:

- Our school acknowledges that members of the school community are increasingly aware and engaged in social media. We are increasingly aware of the demands on family life and that the widespread availability and mobility of social media allows for the wider community to interact and feel apart of school life in ways that have previously not been available. We are also aware that staff engage in personal media platforms and that due to the public nature of social media, conduct in these mediums can impact on the professional image this reflects on the staff member and school.

What is 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, Twitter, blogs, forums, discussion boards, chat rooms, Wikis, Snapchat, Instagram, LinkedIn and Youtube.

Aims:

Christ the Priest Primary School aims to:

- use school moderated social media platforms to communicate with the school community.
- complement and communicate the school vision and mission by engaging in school moderated social media.
- grow the school and community's understanding of social media and make connecting with school more convenient for families.
- use and educate the school community (including staff) on acceptable and responsible use of social media.
- seek input (through comments and 'likes') from families.
- adhere to privacy legislation and professional standards of conduct.

Policy Statement:

- The school reserves the right to suspend or cease using school operated social media platforms at the discretion of staff and the school board. Where there are issues of a potentially serious criminal nature such as threats of inappropriate comments, the matter will be referred directly to the Police.

Advice to Staff:

- Teaching staff should never give out personal details such as home or mobile phone numbers or private email addresses.
- Employees need to be aware that the public nature of blogs and social networking sites means that anyone can read comments, including an employer, a prospective employer or a person seeking information about their personality, political or religious views.
- Teachers and other school employees hold a particular and special position in society and are expected to uphold moral and ethical codes of behaviour, often to a greater degree than other professions or vocations.
- Teachers should, as a rule, not have external social media friendships (i.e. personal relationships) with current and past students or with parents/guardians of current and past students beyond that which is normal for the teacher/student relationship. A personal relationship on a social media site would exceed the accepted bounds of a teacher/student

relationship and might leave the teacher open to allegations of improper conduct. CTP's encourages the use of the internal GAFE environment and Seesaw as an acceptable way for teachers, students and parents/guardians to collaborate and communicate on educational projects in an appropriate forum.

Implementation:

- All posts published to social media on behalf of the school must be approved by the Principal or nominated Principal representatives.
- All users (following or commenting) interacting with Christ the Priest Primary School's Facebook page, must do so using a Facebook account that is identifiable.
- Christ the Priest Primary School encourages families to share positive comments in relation to current events. Members of the community are reminded that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students of staff must not be raised the the school's Facebook page. When comments are made the school is happy for people to register their support through a comment or a 'like'. The school will not support interactions that incite negative sentiments. The school will moderate comments made on social media platforms daily and will immediately remove any comments inappropriate in nature. Names of students will will not be used without parental permission for each post and usage of a student name would only be used to celebrate an individual achievement that is being featured on the social media sight.
- Users of the CtP's Facebook page will not be able to author or post their own media, such as videos or photos.
- CtP does not endorse children using social media under the age threshold imposed by each social media platform. We understand that children, with parental supervision, may view the school's social media sites, including and not limited to, Facebook, Twitter, Blogs and Email.
- CtP reserves the right to set the strength level of the Facebook profanity filter and to add additional word and names to the page's blocklist. Actions resulting in deliberate breaches to profanity filters and blocks may result in said users being blocked from view the school's social media sites.
- Parental consent for the use of student photos will be obtained on enrolment. Parents have the right to revoke this permission at any time. Teachers will be notified of students who do not have permission to have their image included in social media posts.
- Teachers using social media should not bring the school into disrepute and will adhere to professional standards that align with the expected behaviour of an employee. Steps should be taken to ensure the friends, family or other acquaintances are aware of the need for discretion when posting information or images of the employee.