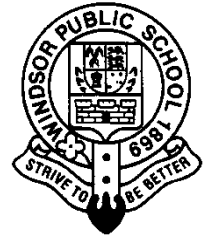**WINDSOR PUBLIC SCHOOL**

SOCIAL MEDIA POLICY

Reviewed 2023

This policy has been developed to provide department employees with standards of use as they engage in conversations or interactions using digital media for official, professional and personal use.

Objectives - Policy Statement
- The department supports its employees' participation in social media online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.
- Social media provides an opportunity to:
  - engage and interact with our various audiences
  - promote staff expertise.

Social media' refers to a range of online platforms and applications – such as Facebook, Twitter, Instagram, Tiktok and Snapchat – that allow people to publish, share and discuss content. This includes any department enterprise social media platforms, such as Yammer.

The exchanging of information relating to welfare concerns, academic performances and other personal information relating to students is inappropriate via social media and will not be given in any other form than through a mutually arranged face-to-face appointment with the respective staff member.

The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with the department. The department will enforce these five standards as and when appropriate:
- Always follow relevant department policies including the Code of Conduct.
- Do not act unlawfully (such as breaching copyright) when using social media.
- Make sure your personal online activities do not interfere with the performance of your job.
- Be clear that your personal views are yours, and not necessarily the views of the department.
- Do not disclose confidential information obtained through work.

Permission and Consent
Student consent
Schools must seek parental consent to publish any identifying information such as full name or image, about any student within any social media channel.
Consent forms should include how the social media channel will be used for educational purposes and must explicitly describe:
■ which social media networks will be used
■ the purpose for the social media account
■ how the interactions will be monitored
■ who will monitor and moderate interactions
■ the duration of the account, for example, when the social media account will be removed
■ the rules of engagement relating to the use of the social media account
■ who they can contact if they want to view the personal information or make changes.
■ Permission to publish form
Schools should provide parents and guardians with information explaining how the social media platform works.
Schools should advise parents and guardians that they are able to withdraw this consent at any time and have robust procedures to support this ensuring that no further publications are made after the date that consent is withdrawn.
Opt-out forms: Once the permission to publish form has been signed by parents, the school can send out an opt-out form the following year, instead of re-sending the permission to publish form. The opt out form allows parents to revoke their permission to publish, should their situation have changed. If no changes, the form assumes continued consent to publish for another year. The process can be repeated each year, but only where a permission to publish form has been signed in the first place.
Schools should develop procedures to manage the risks of publishing any identifying information about students, particularly where parental or guardian consent has not been obtained.

Educator and content permissions
Teachers and staff must seek approval from their principal, director or director's delegate to create official social media channels. At least two staff members must have administrative rights to the account, including a school executive.
 Account creators accept the responsibility to monitor and moderate any accounts they create.

Rules of Engagement
Rules of engagement are explicit and mandatory rules about the acceptable behaviour for all participants. They should clarify what type of behaviour is not acceptable and what actions will be taken if the rules are broken. All student participants should sign a statement outlining their understanding of these rules were possible
 Users of all online channels are governed by the specific terms of use set out by each channel. For example:
■ Facebook's terms of use
■ The Twitter Rules
■ YouTube Community Guidelines
■ Instagram Community Guidelines

Facebook allows each organisational Facebook page to publish individual rules of engagement on their respective page. All official Facebook pages must publish their rules of engagement in clear view of the page. Account administrators can tailor the below example to the needs of their school or community. They can then copy and paste it onto the 'about' section of their page, or create a 'rules' tab and paste it there.

Behaviour or language that is not appropriate in a school or classroom setting is not appropriate on social media channels created for educational purposes. Social media for educational purposes should complement existing classroom activities and not interrupt learning

Facebook rules of engagement

In Joining Our community onFacebook, Windsor Public School follows the Department of Education Code of Conduct and Facebook's Community Standards.

Students

Facebook Terms and Conditions state no one under the age of 13 years should have a Facebook profile.Therefore, any comments or page fans from primary students on the Windsor Public School page will be removed and, if warranted, users will be reported.

Tagging or naming student photos

Photos of students can only be published if the correct Department of Education permission to publish forms have been completed by the student's parent or guardian. The photo must be removed after one year of publishing unless further permission from the parent is sought.

For privacy and protection, please do not tag photos of children, and please do not name them in your comments, unless the previously mentioned permissions is sought. On rare occasions and with parental permission, students may be named by the school Facebook administration team. Tagging of parents or friends within the comment box is permitted with the understanding that all other rules of engagement are followed.

Comments

Windsor Public School encourages interaction from participants with the understanding that the school does not endorse comments or wall postings made by visitors to the page.

We ask that visitors making comments on the page show respect for other users by ensuring discussions remain civil. Personal attacks, trolling or spam will not be tolerated

We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards including comments that:

■ are deemed racist, sexist, abusive, profane, violent, obscene, spam

■ advocate illegal activity

■ are wildly off-topic

■ libel, incite, threaten or make personal character attacks on Windsor Public School students, employees, guests or other individuals. We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards. Remember, your name and photo will be seen next to your comment, visible to all visitors to the page. We will not permit messages selling products or promoting commercial, political or other ventures.

Moderation Hours

This page is moderated from 9am to 3pm on weekdays.

Social media for educational purposes should complement existing classroom activities and not interrupt learning.

Facebook encourages all users to use the 'Report' links when they find abusive content. Note to Facebook administrators: Legal precedents exist where organisations have been deemed responsible for comments made by others on their official Facebook pages. Owners of Facebook pages or groups have a responsibility to remove comments that could cause offense with a reasonable amount of time. For corporate organisations this is 24 hours. For schools there has been no definitive guide given, however, the site should be monitored within a 24-hour period.

Risk Management

Teacher profile pictures should reflect role specific-appropriate clothing as outlined in the Code of Conduct Policy

When establishing official social media accounts, department staff should consider the intended audience for the account as well as the level of privacy assigned to the account. They should pay particular attention to whether the account should be a private or public network.

For example, a private network could be one that is limited to a particular class or particular year within a school. A public network could be anyone within the school community or from other schools with a shared interest or program such as School Spectacular or sporting groups.

 It is recommended practice for professional social media accounts to be closed private groups, unless there is a specific educational need for the account to be public

Administrators should choose an account structure which does not require students and teachers to 'friend', 'follow' or directly message each other. For example, a Facebook group creates a common space for all members to participate, without requiring private or direct messages between the group members.

 Facebook also allows further groups to be set up within the original school page to create a community. There is no minimum number of participants required in a group, meaning this format can be used for one-on-one communication as well as larger groups.

At least two staff members must have administration rights to the page or group, including one of the school executive.

Social media networks change their default privacy settings often. Staff must regularly check the settings on their own accounts to keep personal information separate and hidden from public view.

All social media account passwords should be strong passwords. A password is strong if it:

- contains at least eight characters

- does not contain your user name,real name, or company name

- does not contain a complete word

- is significantly different from previous passwords

- contains characters from each of the following four categories: uppercase letters, lowercase letters, numbers and symbols.

Communication and content shared between teachers and students should directly relate to an agreed educational purpose and not be personal in nature.

Staff should not have contact with a student via social media, text messages, email or other electronic means without a valid context and written permission from the parent or guardian and school principal.

In some circumstances, school-based staff have personal connections with families. This could create a valid context for social media, text messages, phone calls, email or other electronic means of communication between the staff member and a student. For the sake of transparency this should be discussed with the school principal.

Staff should avoid direct messages or private spaces when communicating with students.

Online education for students carries various risks including:

- access to inappropriate or restricted materials

- cyber predators and cyber bullying

- inappropriate behaviour by a student arising from the imagined anonymity when seated in front of a computer

- commercial exploitation of students while on the internet through advertising

- breach of copyright law through the unlicensed downloading and use of material from the internet.

Therefore, students must be protected from exposure to inappropriate material and need to know how to adopt protective online behaviours. They should be instructed on how to minimise the risks.

Staff should cease communication with students via electronic channels when there is no longer an appropriate educational purpose.

Removal of Social Media Posts

School social media admins should act immediately to remove any content when directed by the Principal or the Department's social media team.

Teachers should act on all reasonable requests by students or parents of students to have content removed as soon as practical.

In recognition of the important role that the eSafety Commissioner plays in keeping Australian children safe online, the department should comply with any direction from the eSafetyCommissioner to remove a post within 48 hours of receiving that direction.