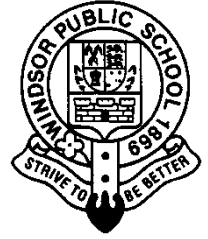


WINDSOR PUBLIC SCHOOL

SOCIAL MEDIA POLICY

Reviewed 2019



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 is a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, Class Dojo and message boards that allow people to easily publish, share classroom/school wide moments or announcements with teachers, parents and students.

Class Dojo was introduced to enable classroom teachers to share those 'good news' stories with parents, as well as sending reminders of upcoming class/school events. These uses are accepted practices.

All correspondence via Class Dojo between staff and parents is to cease between 5.00pm-8.00am on weekdays, with no correspondence on weekends.

The exchanging of information relating to welfare concerns, academic performances and other personal information relating to students is inappropriate 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.

The NSW Department of Education's Social Media Rules of Engagement

1. Know and follow relevant department policies including the Code of Conduct

- What you produce can ultimately have consequences for you.
- Failure to abide by these guidelines and the Code of Conduct could put the teacher at risk.
- Please also follow the terms and conditions for any third-party sites.

2. Be aware when you mix your work and personal lives

- The lines between your personal and professional lives are blurred in online social networks; as are what might be considered 'public' versus 'private' boundaries.
- Your role with the department creates an association between what you say online and the department itself.
- Represent Department of Education well and be sure that the content you publish is consistent with your work and our professional standards.

3. Be transparent and identify yourself when discussing department-related topics or issues

- If you are publishing content related to your work, identify that you are a department employee.
- If your comments are not made on an official department social media account, be clear it's your personal opinion.
- As an identified department employee, your comments should be apolitical, impartial and professional.

4. Consider what you say, before you say it

- If you're uncertain about something, don't publish!
- It will be around for a long time so make sure it's correct before you post and seek advice if in doubt.
- Remember whatever you publish on your personal account is yours and can have consequences for you personally.
- Don't forget to check your spelling and grammar – your professional credibility is inextricably linked to your online comments.

5. Be original and respect copyright

- It is critical that you show the proper respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
- Acknowledge your source – it's also good practice to link to other people's work.

6. Use discretion

- In your efforts to be transparent, you need to take care not to publish information that should not be made public.
- If you are not responsible for the information, ask permission to publish content that isn't already in the public domain.
- Avoid discussion of industrial or legal issues, and refer these to the relevant directorates if asked to comment specifically.
- Content published on the internet is widely accessible and is public for a long time.
- If you are in doubt about whether information can be made public, seek advice.

7. Play fair: be polite, be considerate

- Don't be afraid to be yourself but do so respectfully.
- Adopt a polite and considerate tone and avoid crossing the line from healthy debate into attack.
- Be sure to make it clear that your views and opinions do not necessarily represent the official views of the department.

8. Produce content about your area of expertise

- Whenever possible make sure you produce content about your areas of expertise, as they relate to the activities of the department.
- If you are responding to a question that falls outside your area of expertise, state that it isn't your area of expertise and that you'll follow up.
- Seek advice from the appropriate area within the department to develop a response.

9. It's a conversation so be human

- Share your thoughts and opinions in a personable way.
- Listen to what people are saying, avoid 'lecturing', and produce content that's open-ended and invites response.
- Actively encourage people to submit comments.

- Be plain-speaking, informal but respectful, empathetic, friendly, positive, concise and honest.

10. Admit your mistakes

- We all make mistakes. So when you make a mistake, be quick to admit and correct it.
- If you are correcting a mistake do so, but indicate the change you've made.
- If it is more serious and could lead to legal action, contact legal services for advice.

11. Make sure that your personal online activities don't interfere with your job performance.

- Be mindful of personal time spent on social media at work.
- Used well, social media provides excellent opportunities for professional networking, ideas exchange and customer feedback.

12. If it's official department communication, be dedicated, be constant.

- If you decide it's appropriate to use social media for official department communication, you need to get permission from the senior manager in your area first, then ensure appropriate approvals.
- Make sure it is part of an overall communication plan, listen to what people are saying and have someone champion the account to keep the conversation going.
- An untended conversation can send the wrong message, so if you don't have the resources to maintain it, don't do it.
- Refer to the **communication planning and management section** (intranet only) to make the best use of this communication opportunity.

Students' responsibilities

Students' responsibilities when using social media sites include the following:

- Do not post personal information (such as name, birth date, address, telephone number, current location or school) about yourself or another member of the school community.
- Do not post inappropriate or unauthorised photos or videos of yourself or another member of the school community.
- Do not post personal communications in someone else's name (for example, by setting up a Facebook account in the name of a staff member or another student).
- Respect the privacy of the school employees. Don't add school staff members as friends or contacts on social media sites such as Facebook.
- Do not upload pictures of others to social media without their permission.

Process for complaints

Members of the school community may report misuses of social media including cyberbullying by following the procedures for reporting outlined in the school's Anti-Bullying Policy.

Parents are strongly advised to make use of the excellent resources provided on the use of technology by students, cyber safety and cyberbullying to be found at Schools A-Z:

Click here to access: [Schools A-Z](#)

or two of their publications: - [Keeping kids safe online](#) (pdf 74 KB) - [Cyberbullying Prevention](#) (pdf 123 KB)

This policy should be read and interpreted in conjunction with:

Code of conduct

Online Communication Services : Acceptable Usage for School Students

Employer Communications Devices Staff Use Policy

Copyright (intranet only)

Media Relations Policy

NSW Public Schools Values

Controversial Issues in Schools Policy

Social Media and Technology Guide for Staff (intranet only)

Records Management Program (intranet only)

NSW Privacy and Personal Information Protection Act 1998

