



All Saints Anglican School

POLICY DOCUMENT

Social Media Policy – Whole School Community

1 Purpose

Social Media and the Internet have become an integral part of our society. The ability to collaborate, share and discuss from the comfort of our homes or the ease of our mobile phones has made it easier than ever to stay connected. As is the case with any great innovation, there comes a time when boundaries must be set and expectations must be discussed, the purpose of which isn't to limit our access nor to permit a draconian over-regulation. Rather, we define what we expect in order to give clarity to those who choose to venture out into this undefined territory. This allows everyone to protect themselves, and others, from the pitfalls which will undoubtedly emerge in this ever-changing landscape known as social media.

All Saints Anglican School has developed this policy to formally document its expectations and outline appropriate guidelines and procedures regarding social media. The School doesn't intend to over-regulate or impede the personal lives of students or teachers, rather, the School aims to clarify what is expected of any person who engages in social media and provide guidelines for what the School deems appropriate for its staff, students and employees.

2 Scope

This policy is applicable to all teachers, students, employees, parents and external contractors of All Saints Anglican School, in addition to any other person who is notified that this policy applies to them. This policy is applicable to the use of all social media platforms if either:

- a) The activity in any respect makes reference to All Saints Anglican School or any of its students, teachers or employees, or information or issues relative to the School, regardless of whether the individual utilises the School's facilities, network, or equipment; or
- b) The content can be reasonably inferred to reference the School or a member of the School's community.

3 Responsibilities

- c) All of the School's staff, students and employees are personally responsible for their activity on social media platforms and must ensure they comply with this Policy.
- d) All of the School's staff, students and employees are required to report any conduct, action or content they have seen posted, or reasonably believe to be posted, to social media which would be in breach of this Policy.

4 Our Policy

This policy requires that when engaging on social media platforms;

- a) You must not make or purport to make any representations or statements on the School's behalf, unless expressly authorised by the Headmaster or the Head of Marketing and Public Relations;

- b) You do not make any statements which are, or could be perceived to be, derogatory or disparaging, towards the School or any of its students, teachers or employees;
- c) You ensure that the School and any of its emblems, logos or collateral are not included in posts and/or any other electronic communication without prior authorisation from the Head of Marketing and Public Relations;
- d) You act respectfully and honestly with all persons and communities with whom you engage;
- e) You do not breach confidentiality or privacy;
- f) You do not engage in activity, post content, make statements, or send electronic messages, which could bring the School or any individual's reputation into disrepute;
- g) You do not create any page or profile of any nature that includes the School's name, logo or any content which would lead a reasonable person to associate the page or profile with the School, without prior authorisation from the Head of Marketing and Public Relations.

Current students engaging in social media will ensure that;

- a) You do not use the School's hardware, software, equipment or network to access any social media platform, without prior approval;
- b) You do not connect any social platforms to your School email address;
- c) You comply with the School's bullying policies when engaging with other students, teachers or employees of the School;
- d) You do not befriend, follow or connect in any respect with teachers or employees of the School;
- e) You take reasonable steps to exclude the School, and its logos and uniforms from personal posts or uploads;
- f) You do not utilise any service which identifies that you are located at the School, commonly referred to as, 'checking in';
- g) If you identify content of any nature, which could be reasonably inferred to bring the School or its reputation into disrepute, you will notify a senior member of the School's staff as soon as reasonably practicable;
- h) If you view or are made aware of any student, teacher or employee breaching this policy, you will notify a senior member of the School's staff as soon as reasonably practicable;

Current School employees engaging in social media will ensure that;

- a) Personal use of social media platforms during school hours should be kept to a minimum;
- b) You do not connect any social media platforms to your School email address;
- c) You do not befriend, follow or connect in any respect, with current students of the School on any personal social media platforms;
- d) Content posted to social platforms of a personal nature is kept private or closed from public view;
- e) You do not post School photographs, videos or any other visual content including the School's students to your personal social media platforms;
- f) If a member of the media contacts you, and identifies themselves as a member of the media, or you can reasonably infer they are a member of the media, you will refer them to the Head of Marketing and Public Relations;

Current staff or employees who identify themselves and disclose their affiliation with the School must:

- a) State that they are an employee of the School and that any views expressed are their personal views and not those of the School;
- b) Maintain a professional profile and only post appropriate content which is consistent with the School's values; and

- c) Not give any indication that they are authorised to speak on behalf of the School unless they have received express authorisation to do so from the Headmaster or Head of Marketing and Public Relations.

Current staff, students and employees of the School will, in their interactions online:

- a) Respect other people's opinions, whether associated with the School or not;
- b) Adhere to the terms of service on any platform being utilised;
- c) Refrain from using inappropriate language; and
- d) Respect the confidentiality and privacy of the School or any other person or entity.

5 Definitions:

- "Appropriate content" is content that is deemed to be acceptable by the School Council and Executive.
- "Collateral" is any document or material that has been produced by, or makes reference to, the School.
- "Disciplinary Action" is any action deemed to be appropriate by the Headmaster, School Council or School Executive.
- "Electronic Messages" include, but are not limited to, instant messages, emails and text messages.
- "Employee" is any person employed by All Saints Anglican School.
- "Headmaster" is the current All Saints Anglican School Headmaster.
- "Personal social media platforms": see the definition for Social Media.
- "Prior authorisation" is written authority granted by the All Saints Anglican School Headmaster, or any other person he assigns.
- "School" is All Saints Anglican School.
- "School Council" is the School's Board of Directors as appointed by the members of the All Saints Company.
- "School Executive" is the School's Management Committee who are responsible for the day to day running of the School.
- "Social Media" is any platform, which can be used for social interaction via any network service. These include, but are not limited to, Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest etc.
- "Staff" is any person who is a member of the teaching or support staff of All Saints Anglican School.
- "Student" is any currently enrolled student of All Saints Anglican School.

6 Breach

- Any person found to have breached this Policy, by the Headmaster, School Council or School Executive, may be subject to disciplinary action.
- If the Headmaster, School Council or School Executive deems a person to be in breach of this Policy, the disciplinary action to be taken will be at their sole discretion and may include expulsion or termination from the School.

7 Conclusion

In concluding this policy, it is important to reiterate the purpose for which it was constructed which is to protect our School's students and teachers. This Policy will act as a guide for everyone who chooses to associate with the School on any social media platform. In introducing this Policy, the School is able to reaffirm its dedication to its motto, 'Truth, Faith and Compassion', in a completely new sphere.