



Type: School Policy	Name: Social Media Policy	Policy No: SLW1.13
Implementation Date: 2013	Last Reviewed: May 2025	Next Review Date: May 2027

Social Media Policy

St Hilda's School is a community founded on relationships of trust, respect, and shared purpose. In partnership with families, alumnae, the Anglican Church, and the wider world, we nurture young women who are globally connected and committed to service. Community policies foster inclusion, belonging, and collaboration, ensuring that all are welcomed and valued. In this way, our school lives out its motto, Non Nobis Solum – Not for Ourselves Alone, for the enrichment of the common good.

Purpose

The purpose of this Policy is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the St Hilda's School Community.

The School expects all uses of social media to be in accordance with its cultural (Anglican) and professional expectations. This applies to communications and relationships with all sections of the School Community. Staff, students, and parents/carers should show respect for all with whom they communicate which reflects the standards expected by the School.

Communication should be limited to those associated with a School function or activity and student learning. All staff should disclose and discuss their use of school-based social media with a member of the School Senior Leadership Team prior to the development of a social media action plan. Breaches of School standards may lead to termination of employment. Staff, students and parents/carers should recognise that a breach (by either party) of the Social Media Policy may lead to termination of enrolment at the School.

Context

This policy applies to all employees (paid or unpaid, full time, part time, casual, volunteers, including those in Parent Support Groups) and others (such as parents/carers, clergy, contractors and consultants associated with the School) and St Hilda's School students.

Members of the whole School community including parents, guardians and carers are required to comply with this policy.

The policy context is that the School has a positive attitude towards the use of modern technology as a form of, and part of, communication with the School community. Nevertheless, standards expected of a professional communication apply to the use of social media to interact with any member of our community. All stakeholders need to be conscious of avoiding the use of social media in any way that might be seen as inappropriate behaviour.

Scope

Social media refers to online tools which provide individual users and/or organisations with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following:

- Social Networking Sites – such as Facebook, LinkedIn, Instagram, Snapchat, Pinterest;

- Video/Photo Sharing Sites – such as YouTube, Flickr, TikTok;
- Micro-Blogging Sites – such as Twitter, Yammer, Tumblr;
- Weblogs – corporate, personal or media blogs published through tools such as WordPress;
- Forums & Discussion Boards;
- Geo-spatial Tagging – such as Foursquare;
- Online Multiplayer Gaming Platforms – such as Second Life, Roblox;
- Instant Messaging – SMS, WeChat, WhatsApp, Facebook Messenger, iMessage
- Vodcasting and Podcasting; and
- Any other websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

St Hilda's School recognises the importance of social media tools as a mechanism for both individuals, groups, and organisations to engage and share information.

All stakeholders at the School enjoy the opportunities and rewards that being a member of the School community brings. It is subsequently expected that all stakeholders will uphold the ethos of the School within and outside of the School and in all social media interactions.

It is our policy that staff and students must:

- use social media in a respectful and responsible manner;
- refrain from acting in such a way that brings the School into disrepute or in a way that harms members of the School Community;
- not insult or present offensive or inappropriate content;
- not misrepresent the School or any member of the School Community;
- not seek to add or accept students to social media pages if a staff member; and
- not seek to add or accept staff to any social media pages or other methods of contact, if a student.

All stakeholders are expected to show respect to others, including members of the School Community. Stakeholders are also expected to give due respect to the reputation and good name of the School.

When using social media, staff and students are expected to ensure that they:

- respect the rights and confidentiality of others;
- do not impersonate or falsely represent another person or organisation;
- do not use avatars or other means of hiding or misrepresenting their identity;
- do not bully, intimidate, abuse, harass or threaten others;
- do not make defamatory comments or actions;
- do not use offensive or threatening language or resort to personal abuse towards each other or members of the School Community;
- do not post content that is hateful, threatening, pornographic or incites violence against others;
- do not harm the reputation and good standing of the School or those within its community;
- do not create and/or publish deep fake images of students, staff or other members of the community; and
- do not film, photograph or record members of the School community without express permission of the School or use film, photographs or recordings without express permission of the other parties.

A failure to abide by the above expectations may constitute bullying or harassment. For more information, refer to our Bullying and Harassment Policy – Students; or Bullying, Harassment & Discrimination Policy – Staff.

In line with this Policy, it is important to refer to the School's Enrolment Contract; Acceptable Use of Technology Policy; and Mobile Phone Policy; Cyber Safety and Digital Wellbeing

Student Acceptable Use of Technology Agreement; as well as relevant Code of Conduct for Anglican Schools and Education & Care Services.

Related documents

- **St Hilda's School**
 - Acceptable Use of Technology Policy
 - Bullying and Harassment Policy – Students
 - Bullying, Harassment & Discrimination Policy – Staff
 - [Boarding – Expectations of Boarders Policy](#)
 - [Cyber Safety and Digital Wellbeing Student Acceptable Use of Technology Agreement](#)
 - Enrolment Contract
 - [Expectations of Students Policy](#)
 - [Expectations of the School Community Policy](#)
 - Mobile Phone Policy
 - [Privacy Policy](#)
 - Social Media Procedure – Staff

- **Anglican Schools Commission**
 - [Code of Conduct for Anglican Schools and Education & Care Services](#)
 - [Complaints Management in Anglican Education Policy](#)
 - [Complaints Management in Anglican Education Guidelines and Procedures](#)
 - [Creating Environments for Students to Thrive](#)
 - [Child Safe Anglican Education Policy](#)
 - [Procedures: Child Safe Responses](#)
 - [Procedures: Child Safe Operations](#)

Resource

The School will ensure that there are adequate resources (financial, skill and time) to ensure compliance with the legislative environment.

The School Council

The School Council will ensure that it is focused on the development of key policies that will enable clear implementation of this policy. Resources will be available for the Principal to develop programs. The School Council ensures there are policies to support the needs of all students who are part of the school community.

The Principal

This policy will be implemented after approval of the School Council. The Principal will be responsible for the leading of a respectful and inclusive culture, the ongoing professional development of staff and the dissemination of Anglican Church and government materials to meet the objectives of the policy. The Principal will report to the School Council on the operations of the policy and the needs that may emerge from appropriate evaluation. The Principal will ensure programs fall within budget guidelines.

Evaluation

A continual review will be conducted and reviewed for breaches of compliance and in line with current legislative requirements. Appropriate training, processes and practices will be developed or modified to meet the review conclusions.

Policy Management

The School may, from time to time, review and update this document to take account of new laws and technology, changes to the School's operations and practices and to make sure it remains appropriate to the changing school environment.

Document Control

Version	Description	Date
V1.0	Created document 2013; biennial updates to 2020	2020
V2.0	Reformatted and updated policy	01/07/2022
V2.1	Changed reference to Code of Conduct – Students Policy; Code of Conduct – School Community Policy; and Boarding – Boarder Code of Conduct Policy; to new titles, Expectations of Students Policy; Expectations of the School Community Policy; Boarding – Expectations of Boarder Policy. Updated Distribution Checklist.	01/11/2022
V2.2	Reviewed by the Leadership Team. Added "staff and" where "students" referenced in Scope. Updated related documents.	04/07/2023
V3.0	Added bullet points to 'It is our policy that staff and students must' and 'When using social media' sections.	09/05/2025
V3.1	Updated document location and staff position titles in Document Checklist section, changed Staff Portal to Ammonite. Added preamble. Changed related documents, Protecting Children and Young People in Anglican Education Policy to Child Safe Anglican Education Policy; and Protecting Children and Young People in Anglican Education Guidelines and Procedures to Procedures: Child Safe Responses and Procedures: Child Safe Operations. Content of policy not reviewed – cyclical review due in May 2027.	16/12/2025

Distribution Checklist

No.	Recipient	Responsible	✓
1	Document location: St Hilda's SharePoint> OneDrive>Documents>General>Policies and Procedures\1. Student Learning and Welfare	EA to the Deputy Principal	✓
2	Ammonite – PDF format, all St Hilda's staff access	EA to the Deputy Principal	✓
3	St Hilda's School website sthildas.qld.edu.au	St Hilda's School marketing team marketing@sthildas.qld.edu.au	X
4	Printed form: • Principal's office	EA to the Deputy Principal	✓