



## Social Media Policy



### **Purpose:**

To inform and guide the way that all members of the Auburn South Primary School community use social media in a way that is consistent with the values and expectations of the school.

### **Introduction:**

When used responsibly, social media offers unique communication, collaboration and learning opportunities for all members of the Auburn South Primary School community. It is incumbent upon all members of the school community to ensure that their actions in using social media do not have negative implications for the school.

### **Definitions:**

- Social Media: Websites and applications that enable users to create and share content or to participate in social networking. <http://www.oxforddictionaries.com/definition/english/social-media>
- Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to ones' own. <http://www.oxforddictionaries.com/definition/english/social-networking>
- Social media applications or websites relevant to a school context may include but are not limited to: Facebook, Google+, Twitter, LinkedIn, Instagram, Snapchat, instant messaging, Youtube, Geddup, forums, message boards and all blog or wiki sites.
- 'Staff' refers to any person employed in any capacity by Auburn South Primary School.
- 'School' or 'the school' refers to Auburn South Primary School.

### **Implementation:**

#### **Student Responsibilities**

When using social media, students are expected to:

- 1.0 Comply with all aspects of the Auburn South Primary School eLearning Agreement, to be signed by all students annually.
- 1.1 Read and agree to the terms and conditions of any social media platform, including complying with any age restrictions.
- 1.2 Refrain from accessing all social media applications or websites without explicit permission from a staff member.
- 1.3 Under no circumstances impersonate or falsely represent another person.
- 1.4 Never share video, audio or photographs of any member of the Auburn South community without first gaining permission.
- 1.5 Remain safe at all times and not share any personal details, including (where possible) names, phone numbers, addresses, birth dates, photographs or passwords.
- 1.6 Never share or download any copyrighted material.
- 1.7 Not access or install social media on any school-owned device without explicit permission.

#### **Staff Responsibilities**

When using social media, staff are expected to:

- 2.0 Access social media platforms in a responsible manner and at appropriate times.

- 2.1 Ensure students are supported in fulfilling their responsibilities as per this policy and the Auburn South Primary School eLearning Agreement.
- 2.2 Seek permission from a Principal-class employee before using any form of social media in lessons or school activities.
- 2.3 Staff members are advised not to accept past or current students or parents/guardians as 'friends' or approved contacts on any social media platform.
- 2.4 All interactions with students online are to be conducted only in an educational context.
- 2.5 Exceptions to the previous two points may exist where such a relationship is potentially appropriate (for example, a staff member who is also an Auburn South parent/guardian or lives in the local community). Informing a Principal-class employee in writing is recommended in such instances.
- 2.6 While using social media, staff members are not to discuss school students, families, colleagues or comment on any aspect of the policies or operations of the school.
- 2.7 Staff members are wholly responsibly for anything personally posted on social media while employed by the school, prior to being an employee and after their employment with the school has ceased.
- 2.8 Where staff identify themselves as employees of the school on social media, they must remain mindful any content posted should respect the values and philosophy of the school.
- 2.9 Staff must not post any school or International Baccalaureate logo on social media.
- 2.10 It is strongly recommended that staff maintain the strictest privacy settings on their personal social media accounts to avoid being discovered by any other member of the school community.
- 2.11 Never share video, audio or photographs of any member of the Auburn South community without first gaining permission.

### **Parent Responsibilities:**

When using social media, parents are expected to:

- 3.1 Parents, guardians and volunteers should support their children in complying with the Auburn South Primary School eLearning Agreement.
- 3.2 Parents, guardians, volunteers and their friends and families must not post on social media any media content that identifies or features any member of the school community (students, staff, parents, etc.) without the explicit permission of the individual or parent/guardian (when a student).
- 3.3 Parents, guardians or volunteers should not post false, misleading or offensive information about the school or school community on social media.
- 3.4 Parents, guardians or volunteers should not access social media while assisting in classroom activities or while allocated to supervise a child or group of children.
- 3.5 Never share video, audio or photographs of any member of the Auburn South community without first gaining permission of the individual or parent/guardian (when a student).

### ***Evaluation:***

Due to the ever-changing nature of the social media world, it is recommended that this policy be reviewed at least every two years.

### ***Status:***

Ratified 2016

This policy should be read in conjunction with the Student eLearning Agreement.