



## Social Media Procedure

### 1. Aim

The aim of the Social Media Policy is to set standards of behaviour for the use of Social Media that are consistent with the values and expectations of St Columba's School. St Columba's Catholic Primary School aims to protect the safety and wellbeing of students, staff and the school community. If however, there is a breach of the St Columba's Primary School's Social Media Policy the school will undertake disciplinary action and will deal with each matter on a case by case basis.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to police where the school is required to do so.

Sources of Authority	
CECWA Policy	Community Policy
Executive Directive	Code of Conduct Executive Directive

### 2. Scope

St Columba's Catholic Primary School recognises the importance of staff, students and parents engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Twitter, Blogs, and other online tools through which people connect and share information.

All members of the St Columba's School Community are expected to uphold the values of the school in all Social Media interactions. Staff, students and parents will not act in such a way that the image of St Columba's Catholic Primary School is brought into disrepute nor in a way that harms members of the school community.

Therefore, it is expected St Columba's Catholic Primary School's staff, students and parents use Social Media associated with the school in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content or to misrepresent St Columba's Catholic Primary School or any member of the school community.

### 3. Definitions

**Social Media:** Social networking sites: are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends.

Video, audio and photo sharing websites: are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over eg, Flickr, YouTube, iTunes U, Vimeo, SoundCloud

**Blog:** A blog (short for web log) is a kind of online diary, where you regularly post about your life, your passions, business, news or other interests. It is a way of having your own space in the virtual world eg, WordPress, Blogger

**Microblogging apps:** are websites that post micro-blog like posts to announce what you are currently doing eg, Twitter, Tumblr Location-based apps: (also known as Geolocation) are applications with the capability to detect and record where you and other people are located

**Wikis:** are websites where users create, edit and share information about a particular subject or topic eg, Wikipedia, Wikispaces

**Online gaming:** are games played over some form of computer network and are often based around a community of users eg, Steam

**News aggregation:** news aggregators provide a list of the latest news stories published by users from a range of different web sites eg, Digg Ning: an online platform for people and organisations to create custom social networks around specific interests.

Ning offers the ability to create an invited closed community website with a customised appearance and feel, feature sets such as forums, blogs, photos, and videos

**Forums or message boards:** are online discussion sites where people can hold conversations in the form of posted messages

**Online multiplayer gaming platforms:** are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (eg, World of Warcraft, Roblox and Minecraft).

#### 4. Procedure

##### **Rights and Responsibilities**

Staff, students and parents are expected to show respect to all members of the school community.

**Staff will:** Plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant education authorities.

**Parents will:** Be responsible for being aware of and informed about their children's online activity and be proactive in the supervision and guidance of their children taking into account this policy and in particular the school's core values.

##### **Student Guidelines**

St Columba's students are not able to use Social Media Sites that are for use by students 13 years and above.

When using Social Media, students are expected to ensure that they:

- Read and agree to the terms and conditions of various Social media sites as many of them have age restrictions for their use. Eg Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.

- Are aware of what they are posting online and that Social Media sites and applications are public forums.
- Are not permitted to join a staff member area on networking sites. If students attempt to do this, the member of staff is to refuse the student access and inform the Principal. The student's parents will be informed if this happens.
- Will not access social networking sites during the school hours without permission from a member of the School teaching staff. Students are not permitted to contact parents directly through social media networks.
- Respect the rights and confidentiality of others.
- Do not impersonate or falsely represent another person.
- Remain safe online and never give out personal information. This includes last names, phone numbers, addresses, exact birth dates and pictures.
- Do not bully, intimidate abuse, harass or threaten others.
- Do not make defamatory comments.
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the school community
- Do not harm the reputation of St Columba's Catholic Primary School or those within its community
- Do not upload video, audio or photographs of any member of the St Columba's community (student, parents or staff) without seeking and gaining appropriate permission.
- Do not upload any video or photographs of any student where they can be identified as a St Columba's student by their uniform or any other means.

### **Parent Guidelines**

Social Media tools open up communication between students, parents and teachers. This kind of communication and collaboration can have a large impact on learning at St Columba's Catholic Primary School. The school encourages parents to participate in such activities when appropriate, however, requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

Parents should adhere to the following guidelines:

- Be aware that many Social Media sites have age restrictions that DO HAVE Implications for their primary aged children. Parents need to monitor their children's online social media activity and read the terms and conditions of various Social Media sites and applications their children are interested in using. Parents need to be aware that many of them have age restrictions for their use. Eg Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.
- Parents need to be aware that they are in breach of terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply.
- Parents will not be able to author a posting or upload media (photos and videos) of their own.
- Online postings and conversations are not private. Do not share confidential information, internal school discussions, or specific information about students, staff or other parents.

- Parents will be asked to sign a consent form for students if teachers set up social media activities for classroom for learning use.
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents are highly encouraged to read and/or participate in social media activities. Parents should not distribute any information that might be deemed personal about other students participating in the social media activities. This includes photographs.
- Parents should not upload or include any information that does not also meet the school guidelines above.
- Parents should not participate in spreading false or unsubstantiated rumours, false or harmful information in regard to the St Columba's School Community and its members.
- Parents assisting with classroom activities should not make use of social media sites while involved in such activities.
- It is the parent's responsibility to monitor any social media activity that occurs outside school hours. If parents have concerns, they need to speak with the Leadership team.

### **Staff Guidelines**

Social Media in relation to staff relates to Facebook, blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.

- Online behaviour should at all times demonstrate a Christ-centred respect for the dignity of each person.
- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff and student online interaction must occur only in an educational context.
- Staff operate under CEWA's Code of Conduct. The Code of Conduct states that they are to maintain a professional relationship with students and parents, and to be mindful of social interaction. Please do not seek to friend our staff.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.
- Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values and ethos.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with St Columba's Catholic Primary School then they need to be aware that they are by definition representing the entire school community. Staff should ensure that content associated with them is consistent with their work at the school and the school's values and ethos.
- Staff should not participate in spreading false or unsubstantiated rumours or false information in regards to the St Columba's School Community and its members.

- When contributing online staff should not post confidential student information.
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'.

We acknowledge that technology changes rapidly. If any member of the St Columba's School Community has a concern or question pertaining to Social Media or Social Networking sites, this should be directed to the Principal.

Parents, students or staff who have a complaint or issue arising from Social Media should contact the principal.

### **Management of School Social Media Accounts**

The School's Marketing and Media Officer will manage the School Social Media sites. The following guidelines will be adhered to;

- Individual students will not be identified on school sites.
- Parent/caregiver permission will be sort before photos of students are uploaded to school social media sites.
- The School social media sites will be monitored on a regular basis.
- Any inappropriate comments, or if uploads are considered illegal, will be removed and rany infringements may be reported to the appropriate authorities.
- The School Leadership Team will be responsible for responding to any media contact concerning content on school social media sites.

### **St Columba's Catholic Primary School Facebook and Instagram Page**

St Columba's Catholic Primary School use Facebook and Instagram as platforms to communicate to parents and carers about all the activities and events happening at school throughout the year.

Please be aware that the school's Facebook and Instagram pages are monitored, and we ask that when posting comments to the timeline or school events, they are school appropriate and respect the school and Catholic ethos. Please read the St Columba's Facebook Etiquette below that highlight the main points of our Social Media Policy.

### **St Columba's Catholic Primary School Facebook and Instagram Page Etiquette**

- St Columba's purpose is to use Facebook and Instagram is to connect and communicate with the members of our school community. Content from school activities and events will be available for families to view and keep abreast of what is happening at St Columba's.
- Users interacting with the St Columba's Catholic Primary School Facebook and Instagram page, by either liking or commenting on posts, must do so using a Facebook or Instagram account that clearly identifies themselves by their real name. People under the age of 13 years are prohibited by Facebook's and Instagram's Terms and Conditions from creating an account. Therefore, St Columba's Catholic Primary School Facebook page is a forum for adults only.
- Issues involving students, staff or members of the parent community must not be communicated via Facebook or Instagram. When issues are raised, the school is happy to follow up. St Columba's will not support any interactions that are negative. The names of students, staff or any other members of the parent community are not to be used in comments posted. St Columba's reserve the right to block access to any individuals who do not follow the school policy. If there is a perceived issue on Facebook or Instagram, please communicate your concerns to the school leadership team.

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- Users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking the 'like' button. Users will not be able to author a posting or upload media (photos and videos) of their own.
- Staff operate under CEWA's Code of Conduct. The Code of Conduct states that they are to maintain a professional relationship with students and parents, and to be mindful of social interaction. Please do not seek to friend our staff.
- St Columba's Catholic Primary School reserves the right to set the strength level of the Facebook and Instagram profanity filter and to add additional words and names to the page's blocklist.
- St Columba's Catholic Primary School maintains the right to ban any user from interacting with its Facebook and Instagram page for not following the school's social media policy or Facebook/Instagram etiquette. The Law and Facebook's Terms of St Columba's Catholic Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

Authorised by	Rebecca Clarke	Signature:	
		Date:	
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