Social Media Policies

1. **Social Media Policy for Staff**
2. **Parent Facebook Code of Conduct**
3. **Social Media Management Protocols**

Rationale

Social media are fast growing mediums of communication which can blur the lines between personal and professional lives. This medium also provides a powerful set of tools for communication and professional collaboration. It is essential that staff are aware what is expected of them when they engage in social media and how to do so in a safe and respectful manner.

Definitions

Social Media
The term social media refers to activities that integrate technology, social interaction and the sharing of words, pictures, video and audio. These include but are not limited to:

Podcasts
Wikis
Social networking sites eg. Facebook
Business and professional networks eg. Linkedin
Blogging sites or personal websites
Micro blogging eg. Twitter
Instant Messaging (MSN, Skype)
Message boards
Content sharing services (You Tube, Instagram)
Social/Bookmaking sites
Smart phone applications (Snap Chat)

Personal Social Media
Includes, but is not limited to, personal accounts for sites such as Facebook, Twitter, You Tube, LinkedIn and Instagram, personal contributions to message boards, wikis, personal blogs and websites and smart phone activity.

Professional Social Media
Includes, but is not limited to, emails, school based blogs, school's Facebook pages, Connect and other social media sites linked to the school or department.

General Guidelines

- As public school educators, staff members are considered role models and should consider carefully how to represent themselves in social media. This should include your personal social media activity.

- All communication should reflect the values of the Department of Education, our school and be consistent with the Code of Conduct.

- Staff members are expected to carefully consider the content, tone and language of all communication and posts on school social media as well as spelling and grammar.

- Staff members are strongly encouraged to keep their personal and professional use of social media separate.

- Staff should not invite or accept invitations from students or former students who are still juveniles to personal social media sites.

- Staff should not respond to student or parent contact/requests through personal social media.

- Staff members are encouraged to ensure that your personal information is kept private.

- Images of students should never be posted on personal media sites.

- All staff should be aware they may not breach copyright when posting.

- All staff should be aware that staff, students and parents' privacy should not be breached when posting.

- Be wary of commentary on others even with strong privacy settings, material can be published to a third party person and defamation actions are possible.

Parent Facebook Code of Conduct

Our Facebook Page Intent

Our intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page will allow us to seek your input on issues and to also make us aware of areas where we can improve. But overwhelmingly, our Facebook page is a place where we build our community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

Using Real Names

All users interacting with the Currambine Primary School Facebook page, by either liking or commenting on posts must do so using a Facebook account that clearly identifies them by their real name.

Raising Issues and not Including Names

Currambine Primary School is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in the Facebook page. When issues are raises we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

When can I use Names in Posts

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want.

How to Interact with the Facebook Page

Initially, 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 on the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

Underage Facebook Users

Currambine Primary School does not endorse children under the 13 year old threshold imposed by Facebook creating their own Facebook account. We believe our community's conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Moderation and Block-listing

Currambine Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's blocklist.

Actions Resulting from any Breaches of the Code of Conduct

Currambine Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

The Law and Facebook's Terms

Currambine Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

Social Media Management Protocols

- All staff, students and parents will have access to Connect, the Department of Education Online Community.

- The creation of any social media site for the school requires the consent of the Principal in consultation with the school's Marketing Officer and executive team.

- The Marketing Officer will maintain a record of the social media sites of the school and which members of staff who authorised as administrators or editors.

- The Principal and Marketing Officer will be a member of all school based social media sites.

- All staff that have a capacity to post on school social media sites will be provided with a copy of the school's branding statement and priority messaging.

- Staff using their personal mobile phone to take photos for school purposes such as uploading to our Facebook page should delete photos immediately after the images are used.

- Students under the age of thirteen may not access social media with the exclusion of Connect.

Date of Last Review: 23 March 2017

Present School Social Media Sites

Facebook

Official School Page		P & C		CPS Staffroom		CPS Alumni	
Admin	**Editor**	**Admin**	**Editor**	**Admin**	**Editor**	**Admin**	**Editor**
Rochelle Taylor	Julie Leedham		Geoff Smith	Geoff Smith		Geoff Smith	
Cassie Thoo	Tanya Caccamo			Asher Dragun		Rochelle Taylor	
Lorraine Popham	Kylie Smith			Michelle Drage		Chris Lambe	
Geoff Smith	Tamara Richards			Rochelle Taylor			
Michelle Drage	Janine Moses						
Jess Veness	Kylie Smith						

CPS Kindy (Closed)		Senior School		CPS Year Five			
Admin	**Editor**	**Admin**	**Editor**	**Admin**	**Editor**		
		Geoff Smith		Deidre Spencer			
		Deidre Spencer		Janine Roses			
				Geoff Smith			
				Renae Zarb			
				Terri Hinch			
				Mel Beckingham			
				Kate Perry			