Atlantis Beach Baptist College

Social Media Policy

Title of Policy/Procedure	**Social Media Policy**
Endorsed by	**Principal**
Reviewed	**October 2019**
Next review date	**October 2020**
To whom issued	**College staff, parents and students**

Social Media Policy

1. Rationale

Atlantis Beach Baptist College has a responsibility to ensure a safe physical and emotional environment for all staff and students. This responsibility increasingly extends to the use of the Internet, learning technologies and social media.

With a view to protecting all users within the College community (staff, students and parents) and, in a larger sense, the reputation of the College itself, it is imperative that all members of the College community understand that everything written or posted online leaves a lasting record that, potentially, can be seen by any member of the public now or in the future.

This is particularly true of social media sites.

The purpose of this policy is to provide acceptable standards of behaviour for the use of social media that are consistent with the ethos the College. To achieve this, this policy will:

- guide all staff members to maintain professional standards in using social media for teaching and for personal use
- guide for students and parents to use social media in a responsible manner and to respect other community members
- guide all staff to be aware of the Protective Behaviours program at the College

Atlantis Beach Baptist College places a high priority on providing internet facilities that benefits student learning outcomes and the effective operation of the College. It also recognises, specifically, that social media can play an important role in this learning and that many students utilise it to share, collaborate and interact towards better understanding that adds value to their learning experiences.

The College, however, also recognises that the existence of social media facilitates anti-social, inappropriate and potentially illegal behaviour, whether accessed at the College or off College grounds. This is further problematized when learning can and often does take place in virtual environments that compel users to interact with others online anytime, anywhere.

The College expects all community members not to use social media to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the College or in any way bring disrepute to the College.

The College aims, therefore, to maximise the learning and social benefits of these technologies, while at the same time minimising the dangers and managing the risks.

2. Definition

Social media, for the purposes of this policy, is defined as a group of Internet-based applications that are used to produce, consume and exchange information through online social interactions and platforms. The goal of social media is to use web-based and mobile technologies to turn communication into interactive dialogue.

3. Underlying Principle

The policy is written in light of the Mission of the College, to build a Christian learning community that is strong in its relationships, firm in its beliefs and dedicated to the education of every child.

4. Scope

This policy applies to the Atlantis Beach Baptist College community which includes all staff, students and parents.

5. Rights and responsibilities

The members of the College community are expected to show respect to other community members and the wider public in general. It is also expected from the members of the College community to give due respect to the reputation and good name of the College when using social media. The College community is expected to ensure that they:

- Show respect and dignity to all persons according to the ethos of the College when using online communication.
- Respect the rights and confidentiality of others.
- Keep all official online communication between community members ethical and in an educational context.
- Do not impersonate or falsely represent any other person.
- Do not bully, intimidate, abuse, harass or threaten others.
- Do not make defamatory comments about other community members.
- Do not use obscene or offensive language against other community members.
- Do not post content that is hateful, threatening, pornographic, incites violence against others or that is against the ethos of the College.
- Do not harm the reputation and good standing of the College or its community members.
- Do not portray any community member as socially, mentally, physically or intellectually inferior.

6. Breach of this policy

A breach of this policy may also involve a breach of other College policies including, but not limited to:
- Learning Technologies Policy
- Bullying Prevention Policy
- Child Protection Policy

Any breach of this policy will be considered by the Principals or the Principals' delegates and will be dealt with according to the College's disciplinary policies and procedures. Sanctions may include, but are not limited to:
- disciplinary procedures or termination of contract against staff members;
- the loss of Learning Technologies privileges, detention, suspension or exclusion and expulsion for students; and
- withdrawal of child from the College for parents.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in a notification to the police where the College is legally obliged to do so.

7. Relevant Legislation and Policies

There is no single piece of legislation that covers the use of social media. As such the law in this area is complex as it crosses a number of categories, such as business use, employers and employees, contract and tort and common law and statute, and may include, but is not limited to:

Commonwealth of Australia Law
- Privacy Act 1988
- Telecommunications Act 1997
- Crimes Act 1914
- Sex Discrimination Act 1984
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000

Western Australian Law
- Classification (Publications, Films and Computer Games) Enforcement Act 1996
- The Criminal Code
- Equal Opportunity Act 1984
- Children and Community Services Amendment (Reporting Sexual Abuse of Children) Act 2008

Common Law:
- Torts
- Defamation
- Negligence

College Policies
- Child Protection Policy
- College Health and Well Being Program
- Equal Opportunity, Discrimination and Harassment Policy
- Learning Technologies Policy
- Student Organiser

Appendix 1

Social Media Guideline for Staff

The purpose of this guideline is to inform and guide the way Atlantis Beach Baptist College's staff interact with social media. This guideline has been developed to protect the College's students, staff, assets and reputation through clear protocols for use of social media in official and personal capacities.

1. Professional Use of Social Media

The College respects the rights of staff to use social media sites to further their own professional knowledge, understandings and skills. It also recognises that social media sites may be used by teachers within their teaching to add value to and provide different audiences for learning.

It is important though, that employees' professional use of these sites does not unwittingly damage the College's reputation, its staff, its students or their families. In this sense, professional use of social media may include, but is not limited to:

- active membership of online learning communities;
- authoring blog sites that provide educational material to other educators;
- micro-blogging with other educators to share resources and make comments on these resources;
- chatting or video conferencing with other professionals; and
- engaging via VoIP services with outside providers and experts (eg Skype).

In their professional use of social media, staff members should exercise care, understanding that:

- Content may be redistributed and viewed by other professionals and the general public.
- If deleted or modified, older versions of content may continue to exist online.
- Content should not be posted unless it furthers the College's teaching and learning aims.
- Only information appropriate for the public should be shared.
- Representation of their personal opinions as being endorsed by the College is strictly prohibited.
- Content should never be written in a manner that can be interpreted as combative, demeaning or otherwise negative.
- Content which shows (or may be perceived to show) someone getting hurt, attacked or humiliated; that might be considered racist, bigoted or demeaning to a particular group of individuals; that depicts activities that are (or may be perceived to be) illegal, such as drug use or pornography; that shows suicide, Pro-Ana or self-harm; or that could otherwise show the account holder or the College in a negative light should not be posted.
- Under no circumstances are staff allowed to publish confidential student information online.
- Content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light cannot be posted.
- If controversial content related to academic study is posted, that measures must be taken to ensure that appropriate context and disclaimers are provided.
- Controversial content can only be posted if it is done so in a manner that does not make it easy to reuse it without the appropriate context.
- If an employee is unsure of the appropriateness of content, they should seek advice from their direct line manager before posting that content.
- Content should not be posted unless it is clearly suitable for all ages.
- Prior permission (ie a consent form) must be obtained to post, share or distribute images of individuals whose images are identifiable.
- It is always best to use content, such as photographs or videos, obtained by College representatives specifically for the purpose of posting or distribution.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, citations need to be included and a link, if applicable, provided to the original material.

- If a student's work is being used for professional purposes (eg moderation, cross marking, feedback, review) that they are not identified by name or any other personal markers.

Social Media in the Classroom

It is clear that social media is increasingly finding a worthwhile place in the classrooms of the 21st century. Sites like YouTube offer ready access to information and audiences that can empower and leap learning teaching forward.

When used properly, social media tools can boost student engagement, link students to content experts and real-world examples of classroom lessons and help them establish an online body of work. Social media tools can help students develop proficiency with technology; it can help them to create, critique, analyse and evaluate multimedia texts and, equally, manage, analyse and synthesize multiple streams of information.

This being said, it is imperative that staff acknowledge the risks inherent with the use of social media in the classroom and, accordingly, that teachers understand and comply with the following criteria:

- Social media sites may only be used in the classroom if they have been vetted by the Principal for use as educational tools.
- Teachers may submit the names of social media sites they wish to use to the Principal at any time.
- Social media sites not on the acceptable list published by the Principal, may not be used in any capacity or at any time with students.
- All legal and terms-of-condition requirements for particular sites, including age restrictions that may apply, must be strictly adhered to.
- Anyone under the age of 13 is not permitted to open many commonly-used social media sites, such as Facebook.
- Teachers must ensure these age restrictions are strictly adhered to.
- Teachers must vet any social media used in the classroom prior to it being shown to students, including the use of video clips (e.g. YouTube and Vimeo) around which may exist inappropriate advertising content.
- Video clips should not be accessed or searched for during class time if they have not been previously viewed by the teacher and deemed appropriate for the age of the audience.
- Students should not be asked to sign up to social media accounts of any variety unless explicit permission (ie. a consent form) to do so has been given by their parent/s or legal guardian/s.
- Information used by students in the registration of social media accounts must not reveal personal information that may identify them, including their full name, personal address or phone number.
- Students must use their school email and details to register for social media sites when required to do so. Students must use their student code and not their names when providing an email.
- Students, who for legal reasons or reasons of safety or court order cannot reveal their identity, should never sign up to social media sites or have their information put on social media sites where that information identifies them, their location or their movements/plans.

When posting images of students or showing their work on social media spaces, the following limitations apply to all College staff:

- Placing of images of students online should be avoided wherever possible.
- Where images are absolutely required, a consent form must be signed by the student's parent or guardian prior to publishing of images of any child/student who is under the age of 18 years prior to the images being placed.
- Images of children who are subject to court order or whose identity is protected for safety and/or legal reasons may never be published and consent may not be asked for.
- Teachers need to identify such children in their class through SEQTA.
- Where a photograph is taken of a group of students (eg. six students have a signed consent form on record, but one has not) the image cannot be used unless consent is obtained for all.

- Images of students/children on a website must not include any names identifying any of the students/children in the image and care must be taken not to reveal personal information about the subjects.
- Only photographs with students in school uniform or day clothing, worn to the standards outlined in the Student Handbook for Secondary students and the Parent Handbook for Primary students, are allowed.
- Photos of single students and of children and students in swimming attire should be avoided.
- Never show images of or release content from students whose parents have not signed or declined to sign a consent form.
- If the social media site allows users to switch off functions that tag photos with names or use facial recognition capabilities to identify people, these should be switched off.

Teachers and all College staff have a duty of care for the wellbeing of all students and need to be aware of their legal and ethical obligations before posting any personal details, names, photos, videos and/or work.

Examples for Acceptable Classroom Use
It is understood that many of the uses outlined below (not exhaustive) will be made possible via the Learning Management System used by the College; however, other sites may be used if they belong to acceptable site list generated by the College. Employees should also note that the publication of images of students and/or staff is not required by these uses of social media:
- blog about a place students are studying, classroom discussions and to post class notes
- Google doc used for brainstorming;
- wiki chronicle an ongoing event;
- class practice tests and class-produced exam study guide;
- classroom websites;
- collaboration of notes, collective note-taking and any other collaborative activities;
- concept introduction, content presentation, discussion questions and lessons summaries;
- individual assessments, projects and portfolios;
- interactive library and online research;
- experiments and lab reports;
- newsletter;
- peer counselling, editing and/or tutor training; and
- presentation/paper/course development.

2. Personal Use of Social Media by Staff

While the College respects the right of staff to use social media and networking sites, as well as personal websites and blogs, it is important that employees' personal use of these sites does not unwittingly damage the College's reputation, its staff, its students or their families.

Staff should note that the greatest scope for misinterpreting staff behaviour is provided where a staff member interacts one-to-one with his/her students outside of the classroom, whether this be in the real world or the 'virtual' world.

The College does acknowledge that staff members may wish to use social media in their personal life. This guide does not intend to unduly sway nor excessively limit the personal expression or online activities of its employees.

All College staff, however, should recognise the potential for harm to be caused (either directly or indirectly) to the College and/or themselves as a result of inappropriate personal use of social media,

particularly when the staff member in question can be identified as a College employee. Accordingly, all staff members are required to comply with this policy to safeguard against and minimise such harm.

In this regard, when using social media in their personal lives, College staff should adhere to the following criteria:

- The College strongly encourages all staff members to carefully review the privacy settings on any social media sites they use and, likewise, to exercise care and good judgment when posting content and information on such sites.
- When using a social media site, College employees are prohibited from adding current students as 'friends' nor are they allowed to 'follow', socialise with or subscribe to posts from current students in any manner via social media sites.
- Staff should not befriend past students of the College for at least 24 months after the final date of that student's enrolment.
- Staff should never initiate or accept friendships with current or past students.
- If contacted by a current student with a friend request, staff should decline the invitation and inform the parents or legal guardian of the student.
- Staff should monitor their social media sites, profiles, walls and postings regularly to ensure that their friends are not posting content that may embarrass or compromise them as a College staff member.
- If a staff member has an online community that extends to persons who are parents, former students, or other members of the College community, s/he must exercise good judgment about any content that is shared on the site.
- If a staff member is witness to comments, posts, images or material that derides or is derogatory about another College member, they should notify a member of the College Management Team at the next available opportunity.
- Individual staff members are personally responsible for the content they publish in a personal capacity on any form of social media platform.

Where a staff member's comments or profile can identify them as a College member, they must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, and sexist, infringes copyright, breaches a court order or is otherwise unlawful.
- Imply that they are authorised to speak as a representative of the College, nor give the impression that the views they express are those of the College.
- Use their College email address or College logo.
- Use the identity or likeness of another College employee, student or parent/guardian.
- Use or disclose any confidential information obtained in their capacity as an employee of the College.
- Make any comment or post any material that might otherwise cause damage to the College's reputation or bring it into disrepute.
- Adhere to the terms of use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws, and the College's Learning Technologies Policy.

Reasonable/unreasonable personal use

When College staff access their own social media accounts via the College's network, they must do so in a manner that does not interfere with their work and is not inappropriate or excessive.

Examples of reasonable use include:

- re-tweeting content of an educational nature on their own Twitter account;
- accessing and posting comments on the professional networks;
- participating in working groups or meetings made available online; and
- updating Facebook status and posting messages during a lunch break.

Examples of unreasonable use include:

- The College network being used to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.
- The College network being used to provide comments to journalists, politicians and lobby groups other than in the course of their official duties.
- Spending DOTT time or class time using social media that is not related to their work.

Appendix 2.1

Social Media Guidelines for Primary Students

1. Introduction

Due to the wealth of new social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Below are guidelines students in ABBC should adhere to when using social media tools in and outside the College.

2. In School Social Media Guidelines for Primary Students

- Students must not sign up for social media accounts unless they comply with the age restriction, as described in the terms of use.
- The use of any type of social media inside a classroom are not allowed unless it is under the direction and supervision of the classroom teacher and then only for educational purposes.
- When participating in lessons or activities that involve social media, teachers must make students aware of the following guidelines:
  - What is contributed online leaves a digital footprint for all to see. Anything that a person would not want his/her friends, enemies, parents, teachers or future employers to see should not be placed online.
  - As a matter of safety, personal information should not be shared online. This includes, but is not limited to, last names, phone numbers, addresses, exact birthdates and photographs. Passwords must not be shared with anyone except parents and teachers if necessary.
  - If using information and/or pictures from social media for assessments, be aware that it is a violation of copyright law to copy and paste others' thoughts. Students should paraphrase and then cite the source with the URL.
  - Under no circumstances should students post any content that goes against the College rules, including content that can be seen as bullying, racial or sexual harassment or other inappropriate material.
  - If a student comes across any material that makes him/her feel uncomfortable or that he/she knows is inappropriate, he/she should close the screen of the computer and notify the teacher immediately.
  - Disagreeing online with someone's opinion is acceptable; this must be done in a respectful and non-critical way as it would be face-to-face.

3. Consequences

A pattern of breaches will result in a ban from the use of all types of devices within the College. Serious breaches will incur a longer ban period and will be referred to the Principals who may take further action that may include suspension from school or withdrawal of enrolment.

4. Outside of School Social Media Guidelines for Students

While the College respects the right of students to use social media and networking sites, as well as personal websites and blogs, it is important that students' personal use of these sites does not unwittingly damage the College's reputation, its staff, fellow students or their families.

In this regard, when using social media in their personal lives, College students should adhere to the following criteria:
- Age restrictions – most social media sites have age restrictions that legally must be strictly adhered to.

- The College strongly encourages all students to carefully review the privacy settings on any social media sites they use and, likewise, to exercise care and good judgment when posting content and information on such sites.
- When using a social media site, College students are prohibited from adding current staff members as 'friends' nor are they allowed to 'follow', socialise with or subscribe to posts from current staff members in any manner via social media sites.
- If a College student is witness to comments, posts, images or material that derides or is derogatory about another College member, they should notify their parents/guardians, a teacher or the Principals as soon as possible.
- Where a student is recognised as a student of the College they must not:
    - Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, and sexist, infringes copyright or breaches the law.
    - Make any comment or post any material that might otherwise cause damage to the College's reputation or bring it into disrepute.

5. Consequences

Breaches can result in, but is not limited to, suspension from school, withdrawal of enrolment, legal action and/or notification to the Police where the College is legally obliged to do so.

Appendix 2.2

Social media Guidelines for Secondary students

To be read with the following guidelines in the Student Organiser:
• Bullying Prevention
• Learning Technology

1. Introduction

Due to the wealth of new social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Below are guidelines students in ABBC should adhere to when using social media tools in and outside the College.

2. In School Social Media Guidelines for Students

• The use of social media by students of ABBC during school hours is prohibited unless if under the direction and supervision of the classroom teacher and then only for educational purposes and you must comply with the following guidelines:
    - Be aware of what you post online. Social media venues including wikis, blogs, photo and video sharing sites are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you wouldn't want friends, enemies, parents, teachers, or a future employer to see.
    - Follow the College's code of conduct when writing online. It is acceptable to disagree with someone else's opinions; however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.
    - Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone besides your parents/guardians.
    - Linking to other websites to support your thoughts and ideas is allowed. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
    - Do your own work! Do not use other people's intellectual property without their permission. **It is a violation of copyright law to copy and paste other's thoughts.** When paraphrasing another's idea(s) be sure to cite your source with the URL. It is good practice to hyperlink to your sources.
    - Be aware that pictures may also be protected under copyright laws. Verify you have permission to use the image.
    - How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
    - Blog and wiki posts should be well written. Follow writing conventions including proper grammar, capitalization, and punctuation. If you edit someone else's work be sure it is in the spirit of improving the writing.
    - Under no circumstances are you allowed to post any content that can be seen as bullying, racial and sexual harassment or inappropriate.
    - If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell your teacher or parents/guardians right away.

3. Consequences

A pattern of breaches will result in a ban from the use of all types of devices within the College. Serious breaches will incur a longer ban period and will be referred to the Principals who may take further action that may include suspension from school or withdrawal of enrolment.

4. Outside of School Social Media Guidelines for Students

While the College respects the right of students to use social media and networking sites, as well as personal websites and blogs, it is important that students' personal use of these sites does not unwittingly damage the College's reputation, its staff, fellow students or their families.

In this regard, when using social media in their personal lives, College students should adhere to the following criteria:

- The College strongly encourages all students to carefully review the privacy settings on any social media sites they use and, likewise, to exercise care and good judgment when posting content and information on such sites.
- When using a social media site, College students are prohibited from adding current staff members as 'friends' nor are they allowed to 'follow', socialise with or subscribe to posts from current staff members in any manner via social media sites.
- If a College student is witness to comments, posts, images or material that derides or is derogatory about another College member, they should notify their parents/guardians, a teacher or the Principals as soon as possible.
- Where a student is recognised as a student of the College they must not:
  - Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, and sexist, infringes copyright or breaches the law.
  - Make any comment or post any material that might otherwise cause damage to the College's reputation or bring it into disrepute.

5. Consequences

Breaches can result in, but is not limited to, suspension from school, withdrawal of enrolment, legal action and/or notification to the Police where the College is legally obliged to do so.

Appendix 3

Social Media Guidelines for Parents

1. Introduction

Classroom blogs and other social media are powerful tools that open up communication between students, parents, and teachers. This kind of communication and collaboration can have a huge impact on learning. Atlantis Beach Baptist College encourages parents to view and participate by adding comments to classroom projects when appropriate.

2. Parents are required to adhere to the following guidelines:
- Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, wikis, podcast, etc.
- Parents will need to sign a release form for students when teachers set up social media activities for classroom use.
- Parents will not attempt to destroy or harm any information online.
- 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 projects.
- Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
- Parents should not upload or include any information that does not also meet the Student Guidelines.

3. Consequences

Consequences for breaches by the parents/guardians for them and their child can result in, but is not limited to, their child's suspension, withdrawal of enrolment from school and/or notification to the police where the College is legally obliged to do so. The College may also engage in legal action against parents/guardians involved.