Atlantis Beach Baptist College

SOCIAL MEDIA POLICY	
Adopted by: Principal	**Review date:** 10/10/2023
Scheduled review date: 10/10/2024	
To whom issued: College staff and community	

POLICY CONTROL HISTORY

DATE:	REVIEWED BY:	AMENDMENTS/REVIEWS
10/10/2023	Principal	

AIMS

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 the College for students, parents and staff.

The College aims to protect the safety and wellbeing of students, teachers and the school community. If, however, there is a breach of the Social Media Policy the College will undertake disciplinary action and will be dealt with on a case by case basis.

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

CHILD SAFE ORGANISATION FRAMEWORK

The following principles are supported in this policy:
Principle 3 – Families and communities are informed and involved in promoting child safety and wellbeing.
Principle 8 – Physical and online environments promote safety and wellbeing while minimising opportunities for children and young people to be harmed.
Principle 10 – Policies and procedures document how the organisation is safe for children and young people.

DEFINITIONS

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

These sites include, but are not limited to: Facebook, Twitter, LinkedIn, Google+, KIK, Instagram, Snap Chat, TikTok, SMS, YouTube and includes emails and mobile devices.

RATIONALE

Atlantis Beach Baptist College recognises the importance of teachers, 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 College 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 the College is brought into disrepute nor in a way that shows disrespect to or harms members of the school community.

Therefore, it is expected College staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content or to misrepresent the College or any member of the school community.

RIGHTS AND RESPONSIBILITIES

All students, staff and parents have the right to be safe and be treated with respect within our community including when using social media. Staff, students and parents have a responsibility to foster these values within the community and safeguard each other from foreseeable harm.

The College includes cyber safety awareness within the curriculum with guidance from relevant education authorities to educate our students on appropriate and respectful online behaviour. We also aim to support families with information that supports them having an awareness of latest trends and speaking about social media. The College is responsible for administering disciplinary consequences for social media activity that does not align with the Student, Parent or Staff Codes of Conduct.

Parents/Carers have the responsibility to be aware of and informed about their children's online activity and be proactive in the supervision and guidance of their children, considering this policy and in particular the College's core values. Parents are also integral in supporting their children to address inappropriate or disrespectful conduct online.

Students have the responsibility to ensure they treat members of the community with respect, to call out disrespectful behaviour online with peers, to report inappropriate content to the social media platform directly if there is a breach of their protocols and to communicate concerns with the College.

After School hours
The College reserves the right to address Social Media Concerns despite this being an activity that largely occurs after school hours. This is founded on the premise that social media misconduct affects the wellbeing of students, parents/carers or staff within the community or does reputational damage to the College.

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

- Read and agree to the terms and conditions of various Social media platforms as many of them have age restrictions for their use. E.g. 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.
- Must not request to follow staff or join a staff member's profiles on networking sites. Students will be reported by the staff member.

- Will not access social networking platforms during the school working day without permission from a member of the College teaching staff.
- Do not post content that is hateful, threatening, pornographic, or incites violence against others.
- Respect the rights and confidentiality of others.
- Will 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, where the student attends school and pictures (especially in school uniform).
- 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 the College or those within its community.
- Do not upload videos, audio or photographs of any member of the College community (student, parents/carers or staff) without seeking and gaining appropriate permission.
- Do not upload any videos or photographs of any student where they can be identified as an Atlantis Beach Baptist College student by their uniform or any other means.
- Raise a concern regarding social media activity as per the Concerns and Complaints Policy (Students).

Parent Expectations

Classroom group chats, blogs and other Social Media tools open up communication channels between students, parents/carers and teachers. The school encourages parents to participate in such activities when appropriate but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will model behaviour for our students as well.

Parents/Carers should adhere to the following guidelines:

- Be aware that many Social Media sites have age restrictions that DO HAVE implications for young children. Parents need to be aware that many of them have age restrictions for their use. E.g. Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.
- 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.
- Regularly 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.
- Before uploading photos, audio or video, parents need to seek appropriate permission from any individual involved. This most particularly applies in relation to the privacy of the staff of Atlantis Beach Baptist College.
- Online postings and conversations are not private. Do not share confidential information, internal school discussions, or specific information about students, staff or other parents.
- Be conscious of the fact that expert advice given is that all users of Social Media platforms should do whatever they can to protect the identify of any child by name or association with a particular school.
- Do not attempt to destroy or harm any information online.

- Do not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents/Carers 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 assisting with classroom activities should not use social media platforms while involved in such activities.
- Parents should not upload or include any information that does not also meet the student guidelines above.
- Parents should not participate in spreading false or unsubstantiated rumours or false information in regards to the College's community and its members.
- Social media is not to be used as a forum to raise grievances. Should grievances arrive, parents/carers are required to raise a grievance as per the Concerns and Complaints Policy **(Families).**

Staff Guidelines

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

- Online behaviour should at all times demonstrate a 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 to connect on social media platforms or interact with students on social networking platforms. Should students attempt to connect, this must be reported to the Deputy Principal.
- Staff and student online interaction must occur only in an educational context using College systems in place.
- Staff are advised to NOT accept ex-students or parents of current students as friends on personal Social Media sites. Alumni students may only connect with staff 2 years after they have graduated from the College.
- Staff must not discuss students or colleagues, or publicly criticise school policies or personnel on social networking sites.
- While staff have permission to post photographs of students to the class blog they do not have permission to post details that would identify any child.
- 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. Staff at all times must consider that their posts are viewed as a reflection of the College, whether accurate or not and avoid commenting on controversial topics or posting personal opinions.
- If staff identify themselves online as affiliated with the College 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 College and the College's values and ethos.

- Staff should be apolitical in commenting online to avoid an assumption of representing the College's views.
- Staff should not participate in spreading false or unsubstantiated rumours or false information in regards to the College 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'.
- Managing change and issues arising
- We acknowledge that technology changes rapidly. If any member of the College 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 arise from Social Media should follow the College's Concerns or Complaints Policies.