



SOCIAL MEDIA POLICY

CATEGORY

Governance

BACKGROUND

The College accepts that the use of social media can be an effective business and social tool and that such media is commonly used by the College community, including staff, parents and students, to express views, comments and ideas on a range of issues.

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the core shared values of the College and which protect the College from recrimination for breaches of legislation related to privacy, work, health and safety, defamation laws and trade practices legislation.

WHAT IS THE DEFINITION OF SOCIAL MEDIA?

Social media refer to online tools which provide individual users and/or companies with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following:

- Social Networking Sites – such as Facebook, LinkedIn, Google+
- Video/Photo Sharing Sites – such as YouTube, Flickr
- Micro-Blogging Sites – such as Twitter, Yahoo Buzz, Meme
- Weblogs – corporate, personal or media blogs published through tools such as Wordpress and Tumblr
- Forums & Discussion Boards – Whirlpool, Yahoo! Groups, Google Groups
- Geo-Spatial Tagging – such as foursquare
- Online Multiplayer Gaming Platforms – such as second life
- Instant Messaging – including SMS
- Vod and Podcasting
- Online Encyclopaedias – Wikipedia
- Any other websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

POLICY STATEMENT

All members of the College community, including staff, parents and students, have the right to benefit from the opportunities that exist from being members of the College community. They should all behave within and outside of the College in such a manner that the image of the College is not negatively affected or brought into disrepute.

The College expects those who are part of the College community, when using social media, to show courtesy and respect to others, including to those within the College community. Social media should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the College.

When using social media, the College community is expected to ensure that they respect the rights and confidentiality of others, and model the core shared values of the College. Behaviours that would contravene the College's core shared values include:

- impersonating or falsely representing another person
- bullying, intimidating, abusing, harassing, excluding or threatening others
- making defamatory comments
- using offensive behaviour towards others
- harming the reputation and good standing of the College or those within its community

The College is bound by the National Privacy Principles contained in the Commonwealth Privacy Act.

Members of the College community must not post photographs of students taken at College events on social media without the parental consent of all students within the photograph.

All reports of cyber-bullying and other technology misuse will be investigated fully and will result in a notification to police where the College is legally obliged to do so. Community members must be aware that in certain circumstances where a crime has been committed, they may be subjected to a criminal investigation by police over which the College will have no control.

Whilst this policy communicates the College's expectation that the members of the College community act in a certain manner, and uphold the values of the College in their private use of Social Media, the College is not in any way liable at law or otherwise, for the private actions of members of the College community over which it has no control or ability to exercise control.

BREACH

If you breach this policy you may be subject to disciplinary action. This may include, in instances of serious misuse, dismissal.

RELATED RESOURCES

1. Commonwealth Privacy Act

OWNERS

Principal
Marketing & Community Relations Manager

ADOPTION AND REVIEW

A copy is made available to all Penrhos College staff, students and parents.

A copy is available on the portal.

This policy and its accompanying procedures are evaluated and reviewed every two (2) years, or at the request of the Principal or College Council.

COMPLETION DATE

March 2016

NEXT REVIEW DATE

March 2018