



# **St Paul's Primary School**

## **Social Media Policy**

**Date Ratified: 2017**

**Date for Review: 2020**

## **1.0 Vision Statement**

*St Paul's Primary School is committed to Christ-centred education, inspired by the spirit of the Sisters of Our Lady of the Missions and the teachings of St Paul, empowering us to seek the truth and grow in knowledge from darkness into the light of Christ.*

## **2.0 POLICY STATEMENT**

- 2.1 The purpose of this policy is to govern social media practices, not to oversee learning management systems and protocols.
- 2.2 Communication access and dissemination of information is growing and evolving at rapid rates. The use of social media has a legitimate and wide ranging ability to provide improved communication, learning opportunities, access and opportunities for marketing both within and outside the community. Catholic Education Western Australia (CEWA) endorses the use of social media given such policies as this are actively in place.
- 2.3 This policy aims to indicate the potential benefits for St Paul's School around communication and learning, and identifies safe social media practices, linking and upholding the school values, and building awareness with parents, students and staff.
- 2.4 For the purposes of this policy, 'social media' is defined as accessible online communities where users can participate in sharing comments, ideas, links, and various other content in multimodal forms. Such communities can be accessible via any network-enabled device, either in web-based or app form.
- 2.5 Social media platforms can include, but are not limited to:
  - 2.5.1 Social networking : eg: Facebook, Instagram, SnapChat ( parents need to note that children are not permitted legally on Facebook or Instagram until 13 years of age, the school does not promote/allow the use of this within school time.)
  - 2.5.2 Video and photosharing: eg: Instagram, Youtube, Flickr.
  - 2.5.3 Micro-blogging: eg: Twitter
  - 2.5.4 Blogging eg: WordPress, Edublogs, Blogger
  - 2.5.5 Encyclopedias, eg: Wikipedia
  - 2.5.6 Forums and discussion boards, eg: Comment fields (news services), Google groups, Yahoo, Answers.

- 2.5.7 Any other web sites that allow individual users or companies to use simple publishing tools eg: Weebly, wikis.

### **3.0 SCOPE**

- 3.1 This policy applies to all staff, students and parent/ carers in the St Paul's community who use any social media platform in any personal and /or professional capacity.
- 3.2 This policy has been developed to assist the whole community to use social media to ;
- Engage with the wider community as a communication tool, allowing parents to see what is happening across the school
  - Showcase student work
  - Integrate with, and facilitate teaching and learning
  - Administer social media platforms in an authorized capacity or make contributions in a professional capacity on education related issues

### **4.0 APPROPRIATE USE**

- 4.1 The following outlines appropriate use of social media in either a:
- 4.1.1 **Personal capacity**- such as accounts not tied to the School email and are reflective of the individual in a personal / away from St Paul's capacity.
- 4.1.2 **Professional capacity** – such as accounts that may or may not be tied to the School email and where contributions are reflective of the professional educational environment of St Paul's Primary School and as a member of CEWA.
- 4.2 Ensure students, parents and staff have a clear understanding of social media expectations, mode of operation and appropriate use. (*refer: St Paul's Primary School Responsible Use of ICT Guidelines 2017 & BYOD Agreement 2017*)
- 4.3 Ensure student, parents and staff have an awareness of measures put in place, adult contacts and strategies to protect from risks both as an account holder and to personal well- being. ( [www.cybersmart.gov.au](http://www.cybersmart.gov.au) [www.cybersmart.gov.au/kids.aspx](http://www.cybersmart.gov.au/kids.aspx) [www.cybersafety.gov.au/parents.aspx](http://www.cybersafety.gov.au/parents.aspx) )
- 4.4 Students, staff and parents to be acutely aware of the audience to any social media community - *"If I post this here, who will be able to see it?"*
- 4.5 Ensure any posted material is respectful towards individuals and the values of St Paul's School, for parents to seek permission of other parents before posting any other child on their Facebook.

- 4.6 Ensure that any posted photo on Facebook or social media platform has the permission of parents and that the platform is monitored regularly.
- 4.7 Ensure any posted material is not offensive, hurtful, hateful, sexist, defamatory, threatening, harassing, breaches any Court Suppression Order and is illegal in nature.
- 4.8 Ensure personal details are protected and not openly shared.
- 4.9 Ensure copyright laws are adhered to and original work is referenced accordingly.

## **5.0 POLICY DETAILS**

- 5.1 Principals, Coordinators and ICT Network Administrators have the ability to control the level to which social media channels are accessible within the St Paul's network. This differs from the home environment where permissions are set by the parent/guardian.
- 5.2 Providing students with best social media safeguards while utilising the St Paul's School network in accordance with the CEWA Acceptable Use of Information Communications Technology
- 5.3 All St Paul's School ICT policies are connected, linked and related. The following documents may be useful to read in conjunction with this policy;

St Paul's BYOD Agreement 2017

St Paul's Responsible Use of ICT Guidelines 2017

- 5.4 Forming contemporary effective teaching and learning opportunities for students often requires the use of emerging media. Opportunities are provided for students to access global communities, in line with CEWA support ie: Office 365. In these circumstances, staff are obligated to ensure that student safety is protected to the best of their ability and within the limitations set through the ICT network, conditions of the Board, and future management around learning management and the development of policies.

- 5.5 Providing parent and wider communities greater access to St Paul's news, information, updates and celebrations aim to encourage positive lines of communication. Any involvement in such communication modes must adhere to the above listed items of appropriate use.
- 5.6 Where applicable, references to students (eg, work samples, photos, sporting achievements) will have full names and personal details concealed. All photos uploaded to any official social media platform go through a central control point at the school.
- 5.7 Online communities can allow for effective communication avenues for those within the St Paul's School community. To ensure the appropriate nature of content and values as reflected by the School, the following provisions are required:
- 5.7.1 Utilisation of the St Paul's School name and/or logo must first have School consent.
  - 5.7.2 Contributions to any social media platform are done so with a positive tone.
  - 5.7.3 Understanding that contributions of a negative sentiment will be immediately addressed and where possible, removed.
  - 5.7.4 Social media platforms utilized by the school are monitored regularly.

## **6. BOARD : ROLES & RESPONSIBILITIES**

- 6.1 Any contributions through the use of social media on any platform and as branded by St Paul's School, is the direct responsibility of the School to:
- 6.1.1 Regularly make checks on the various platforms used.
  - 6.1.2 Effectively manage any communication that may be deemed offensive and/or inappropriate.
  - 6.1.3 Report immediately any evidence of harassment, bullying, or personal attacks to the School leadership team.
  - 6.1.4 Where social media platforms are used for learning, that applicable teaching staff are aware of their responsibility to maintain, manage and report if necessary.

## **7.0 PRINCIPAL RESPONSIBILITIES**

- 7.1 Ensure all stakeholders are aware of their responsibilities
- 7.2 Communicate to new and existing parents on regular basis at assemblies, newsletters , website / policy and other suitable mediums, their responsibilities regarding supervision of their children and conditions in these guidelines.
- 7.3 Alert parents, carers and school staff where further action or investigation may be required. Where able, provide supporting evidence such as screen-shots or transcripts.
- 7.4 Principal to inform parents and or/ police if any considered abuse, misuse, bullying etc occurs. Work restoratively with students and parents.

## **8.0 STAFF RESPONSIBILITIES**

- 8.1 Staff members are responsible for maintaining a high level of professionalism with respect to the School and their position as an educator of young students. This can be maintained through:
  - 8.1.2 Establishing clear and professional boundaries with students and parents whilst ensuring appropriate safeguards are in place, such as privacy settings.
  - 8.2.3 Ensuring that contributions to personal social media accounts maintain the values and reputation of St Paul's School and are reflective of the profession.

## **9.0 STUDENT RESPONSIBILITIES**

- 9.1 To ensure that BYOD and ICT policies are correctly adhered to and measures are taken to avoid involvement with material that can potentially put at risk personal safety, privacy of themselves and/or others, the safety of the School and offensive attacks towards the School and/or members of the School community.
- 9.2 Utilise cyber-safe strategies eg: [www.cybersafety.gov.au](http://www.cybersafety.gov.au) : BYOD Agreement & Responsible Use of ICT Guidelines 2017

## **10.0 FURTHER INFORMATION**

Further information from reference documents may be found at:

10.1 The National Safe School Framework

<http://www.safeschoolshub.edu.au/home>

10.2 The E-Smart Schools Framework <https://www.esmartschools.org.au>

10.3 Australian Communication and Media Authority: Cybersmart

website <http://www.cybersmart.gov.au/>