POLICY: SOCIAL MEDIA

PURPOSE:

Brentwood Park Primary School recognises that social media has become an important part of society's communication strategies. Social media provides an opportunity to:

- engage and interact with our various audiences such as parents, students, staff and the wider community

AIMS:

The aims of this policy is to:

- inform and guide the way the staff and the school community interact with social media.
- protect the school's students, staff, assets and reputation through clear protocols for use of social media in official and personal capacities.

DEFINITIONS:

Authorised Account User: a person who has been authorised by the principal to use BPPS social media.

Authorised Social Media Accounts: BPPS social media accounts whose creation has been authorised by the principal.

Social Media: are communication tools used to store, share, or discuss information online. Social media include but are not limited to:

- Social networking sites (e.g. Facebook, Google+)
- Video and photo sharing websites (e.g. Vimeo, You Tube, Instagram)
- Blogs, including classroom pages
- Wikis and online collaborations (e.g. Wikipedia)
- Forums, discussion boards and groups (e.g. Zoom, Google groups, Teams, 0365 applications))
- Video conferences and web conferences (e.g. Zoom. Teams)
- Email and instant messaging (including SMS, XUNO)

IMPLEMENTATION:

Creation of social media accounts

Creation of a social media account for an educational or communication purpose requires the written consent of the principal or delegate.

Authorised use of social media

Authorised account users of BPPS social media must adhere to the content of this policy and its intent.

Security of authorised accounts

Authorised account users acknowledge that:

- all authorised social media accounts, user names, passwords, connections, and posts made whilst engaged in social media on behalf of BPPS both during and after office hours belong to BPPS
- username and passwords of authorised social media accounts will be provided to the principal or delegate.
- username and passwords of authorised accounts will not be changed without permission from the principal or delegate.
- username and passwords of authorised accounts will not be disclosed to anyone other than the principal or delegate.

In the event of unauthorised use of BPPS social media, passwords will be reset.

Standards of conduct – appropriate and inappropriate use

Authorised account users must:

- always follow relevant department policies including the DET Code of Conduct.
- use BPPS social media for the sole purpose of benefiting Brentwood Park Primary School.
- ensure that posts reflect the values and support the vision and purpose of the school.
- behave respectfully online.
- make sure personal online activities do not interfere with the role of a staff member.
- protect the privacy of students by maintaining the confidentiality of personal information and health records.
- comply with the terms and conditions of use of the relevant social media platform.

Authorised Account Users must not;

- publish any personal images or use language that could damage the reputation of the school.
- publish material that is threatening, obscene, sexually explicit, derogatory, defamatory, harassing, discriminatory, or hateful to another person or entity, including BPPS, its employees, stakeholders and/or other business related individuals or organisations.
- publish any content that could be deemed to be illegal.
- publish any unauthorised images of students in line with the school's Digital Technologies Student Acceptable Use Agreement.
- make any disparaging or negative comments about BPPS or any of its employees, officers or stakeholders.
- make any announcements on behalf of BPPS unless specifically authorised to do so.
- comment on topics that are not within the user's area of responsibility.

When interacting with BPPS social media, members of the school community are expected to behave respectfully in accordance with the school's values. One important aspect of this is that complaints are to be directed through appropriate channels (refer Parent Complaint Policy), not via social media. In the same way parents do not approach/contact any child other than their own in the 'real world', parents must not approach/contact any child other than their own through social media. If a parent has a concern regarding another student, they must approach a principal class member, and the principal will they deal with the issue appropriately.

Intellectual property

Authorised Account Users must ensure that they do not breach any laws by:

- using Brentwood Park Primary School's name or logo without permission.
- using materials that are subject to copyright or passing them off as the user's own original work.

Standards of conduct using personal social media

Employees using social media in a personal capacity must take due care to ensure that any comments, opinions, photographs or contributions made online are their own, as private citizens, and cannot be interpreted as an official statement or position of Brentwood Park Primary School. (refer to Education and Training Reform Act 2006 Ministerial Order 2009 Order 199)

Communication and reporting

Information published via social media is a public record and a corporate record for record keeping purposes.

POLICY REVIEW AND APPROVAL:

Policy last reviewed	14/5/2024
Consultation	Consultation with school council and approved by School Council
Approved by	James Bell, principal
Next scheduled review date	May 2026