

SOCIAL MEDIA POLICY

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PETER MOYES PRESENCE ON SOCIAL MEDIA

The School would like social media to be used to benefit the School community. Social media is a growing communication platform used by a significant portion of the population. By creating an official presence on social media platforms, the School is better able to control its online image and accurately provide information. It provides an opportunity for the community, including staff, past and present students, volunteers, parents, to engage in conversations about the School's activities and for the School to share information with its community.

All users must comply with this Social Media Policy and the Terms of Use outlined on the following page. The School encourages members of the School community to leave interactive comments; however, we will review all comments and remove any that are inappropriate, offensive or do not reflect our School's Values.

The School's use of social media, and its response to activities on social media, will be guided by the following School documents:

- School Values
- Staff Handbook
- School Policies and Procedures
- Privacy Policy
- Complaints & Dispute Resolution Policy

PUBLICATION GUIDELINES

Any social media platform that is used by the School will only act as a supplementary communications channel. The primary communication tools will remain direct parent communication, School Newsletters, School Website, Parent Portal and School App.

Items that may be published on the School's social media sites include, but are not limited to the following:

- School events and activities
- Community events and activities
- Significant School achievements
- School news of general interest
- Educational news of general interest
- Selected and appropriate photographs of students
- Information from related organisations including the Parents & Friends Association and Alumni Association

The School will NOT use its social media presence for the following:

- Promote or facilitate the sale of second-hand School Uniforms or text books
- Advertisements of businesses and clubs
- Express political or religious views or opinions
- Critical parent announcements (these will be sent by email or SMS)

As set out in the School's Privacy Policy, the School respects the confidentiality of students' and parents' personal information and the privacy of individuals. The same privacy principles that apply to the School newsletters and the School website, will apply to any and all social media platforms managed by the School.

The School's social media platforms will be closely monitored and moderated to ensure the Terms of Use and Privacy Policy are adhered to at all times.

SOCIAL MEDIA TERMS OF USE

The School encourages members of the School community (including parents, staff, students - past and present) to leave interactive comments on our Social Media pages. We expect all our community members to participate online in a respectful and lawful way that demonstrates the School's Values and Ethos.

All users must abide by the relevant social media platforms Terms of Use Agreements, and The School 's Terms of Use as set out below:

Terms of Use

We expect those who access and use the School's social media pages to:

- Post meaningful, respectful comments – in other words, no spam and no remarks that are off-topic or offensive
- Use common sense and common courtesy
- When disagreeing with others' opinions, keep replies appropriate and polite
- Be vigilant about protecting yourself and your own privacy and security settings
- Abide by the Terms and Conditions set by the Social Media platform
- Act honestly and with integrity
- Treat all people equitably and with respect
- Respect the privacy of others
- Encourage positive, constructive discussion
- Communicate with care and transparency
- Abide by the letter and the spirit of the law
- Comply with all Policies and Procedures of Peter Moyes Anglican Community School as amended from time to time
- Refrain from any action that may bring the School into disrepute
- Refrain from any action that may endanger yourself or others physically, emotionally or spiritually
- Refrain from using your relationship with the School for unauthorised personal gain
- Report any unsafe/potentially unsafe behaviours or events to Peter Moyes Anglican Community School by phone or email
- Report any abuse of others or the Terms of Use to the School
- Take personal responsibility for online comments and behaviours

In addition:

- Users may tag themselves and/or their children in posts and images but may NOT tag or name any other person in a photo, including photos of children other than their own or without their permission, and if person is under the age of 18, without the permission of their parent/guardian.

The School retains the right to review all comments/content and remove any that are inappropriate and/or offensive or which do not reflect the School's Values.

As part of our Terms of Use, those who use the School's social media pages will not:

- Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others
- Post graphic, obscene, explicit, hateful or racial content, including links, comments and/or images
- Publish, post, distribute or disseminate any defamatory, infringing, indecent, misleading or unlawful material or information
- Use the School's name to promote or endorse any product, cause or political party or candidate
- Engage in cyberbullying, harassment or disrespectful conduct towards others – staff, parents, students, Old Scholars or any organisations or individuals 'followed' by a School Social Media account
- Use rude or offensive language (such as swearing, cursing, cussing or using expletives), including the use of abbreviations, shortenings or symbols
- Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents
- Upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer
- Upload links to external web pages, websites or other links that are not approved by Peter Moyes Anglican Community School - they will be deemed as spam and removed
- Delete any author attributions, legal notices or proprietary information
- Falsify the origin or source of software or other material contained in a file that is uploaded
- 'Troll' or deliberately disrupt discussion
- Include link baiting (embedding a link in your post to draw traffic to another own site)

This is not intended to be an exhaustive list. Users should use their own good judgement when engaging with Peter Moyes Anglican Community School's social media pages. Violations of the Terms of Use may result in a user being banned, or if deemed appropriate, other legal or disciplinary measures may be taken.

Users with grievances or concerns related to School should contact the School by phone or email, not through the School's social media pages. The School requires this level of engagement to be able to address concerns.

SCHOOL MANAGEMENT OF SOCIAL MEDIA ACCOUNTS

The School is committed to ensuring that its social media sites are consistently monitored to ensure that user comments or questions are responded to in a timely manner. Monitoring of the School's social media accounts will primarily occur on School days between the hours of 7:00am to 4:00pm.

All user comments posted to the School's social media sites will be reviewed by an Administrator before being approved to appear live on the page. The School retains the right to remove comments that it views as being in breach of the Terms of Use or which do not reflect the School's Values. Those users who consistently breach the Terms of Use or who repeatedly post offensive or frivolous comments will be contacted by the School regarding their behaviour or blocked from the page, either temporarily or permanently.

STAFF AND SCHOOL VOLUNTEERS USING SOCIAL MEDIA

The following guidelines are for all Peter Moyes Anglican Community School employees or volunteers **creating or contributing** to any form of social media on or off the School premises, on or off the School's online presence and on or off the School's supplied network. Failure to do so could put the reputation and functionality of Peter Moyes Anglican Community School at risk.

The School's newsletters, website, parent portal, app and own social media profiles will always remain the focus of School communications. The School is one entity, albeit with different sections, and we should speak "with one voice". Furthermore, the School's crest and name has been trademarked and cannot be used without permission.

Departmental or Special Interest Group Social Media Sites

If Departments, Learning Areas, Sub Schools, the P&F or its subcommittees or affiliated groups wish to establish a social media presence (such as a page or blog), the group is required to discuss options with the School Principal before doing so.

If the current platforms are not meeting the group's needs, the School may be able to further develop our established services to assist with specific requirements. Arrangements can be made to provide blogging options through the website, or to provide nominated individuals with Administrative and/or Editing rights to one or more of the online platforms, subject to the approval of the School Principal.

If approval has been obtained to create a secondary or affiliated social media page/blog, the following applies:

Establish Terms of Use: The Parents & Friends' Association, Peter Moyes Alumni Association and any other affiliated group promoting School events or activities must publish their own Terms of Use, based on those contained within this document. These Terms of Use must be clearly displayed on the platform.

Monitor comments: Most people who maintain social media sites welcome comments as it builds credibility and community. If approval has been obtained to set up a separate school-linked account, the Administrator of that account should implement settings that allows them to review and approve comments before they appear. This allows the Administrator to provide a timely response to comments. It also allows the opportunity to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Protect the School's 'brand: Administrators and Commentators may not use the Peter Moyes Anglican Community School crest, any other Peter Moyes Anglican Community School icons or images on online sites without permission. Administrators and Commentators must not use the School's name to promote or endorse any product, cause or political party or candidate.

School monitoring: The Principal will nominate a member of the School's staff to monitor activities within the secondary or affiliated social media page/blog. They are required to have Administrator rights and have the power to intervene where necessary to remove comments, correct misinformation or close the site, either temporarily or permanently, as required.

Balanced online dialogue: Whether content is pre-moderated or community moderated, Administrators should follow these three principles: "the Good, the Bad, but not the Ugly". If the content is positive or negative and in context to the conversation, then the content can be approved regardless of whether it is favourable or unfavourable. But if the content is ugly, offensive, denigrating and completely out of context, then the content must be rejected. The page/blog must be regularly monitored and comments deleted where necessary.

The School retains the right to deny requests for secondary or affiliated social media pages/blogs without a reason. In addition, the School has the right to request the closure of any unauthorised secondary or affiliated social media page/blog that are established without consent or those that breach the Terms of Use or disregard the above requirements. Other legal or disciplinary measures may be taken if necessary.

Posting on a School (or School-Affiliated) Platform

You are legally liable for what you post on the School (or School-affiliated) platforms. If staff or volunteers are using a personal social media account for communicating about School related activities and posting on a School or School-affiliated platform, the following applies:

Acknowledge your identity: Your honesty - or dishonesty - will be quickly noticed in the social media environment. If a staff member is blogging about their work at Peter Moyes Anglican Community School, they should use their real name, identify that they work for Peter Moyes and be clear about their role. If commentators have a vested interest in something that is being discussed, they should be the first to point it out. Confidentiality must be maintained with any proprietary information and content.

Be careful: Make sure your efforts to be transparent don't violate Peter Moyes Anglican Community School's privacy or confidentiality policies.

- Do not publish or report on conversations that are meant to be private or internal to Peter Moyes Anglican Community School without obtaining prior permission
- All statements must be true and not misleading and all claims must be substantiated and approved
- Never comment on anything related to legal matters without the appropriate approval
- Be smart about protecting yourself, your privacy and Peter Moyes Anglican Community School
- Published content is widely accessible and will be around for a long time, so consider the content carefully before posting.

Keep to their area of expertise: Make sure you write and post about your area of expertise, especially as it relates to the School. If the commentator is writing about a topic with which Peter Moyes Anglican Community School is involved with, write in the first person. If the user is publishing to a website outside Peter Moyes that relates to the School (including, but not limited to, activities, events, learning, professional development, and School members), please use a disclaimer. Remember, you are personally responsible for the content you publish.

Build community or add value: You are encouraged to only write content that people will value. Social communication from Peter Moyes should build a sense of community between parents, staff, students, Old Scholars and the broader community.

Take responsibility: What you write is ultimately your responsibility. Participation in social media on behalf of Peter Moyes Anglican Community School is not a right but an opportunity, so it should be taken seriously and treated with respect. If you would like to participate on behalf of Peter Moyes Anglican Community School, you should read the School's Terms of Use and related School Policies. You are obligated to abide by the terms and conditions set by the relevant Social Media platforms.

Using a Personal Account for School Purposes

You are legally liable for what you post on your own social media account and on the sites of others. If staff or volunteers are using a personal social media account for communicating about School related activities, you should be aware of the following protocols:

Be honest about your identity: In personal posts, you may identify yourselves as a Peter Moyes Anglican Community School staff member, volunteer or parent; whichever is applicable. If you choose to do so, you must include a disclaimer that clearly states that the views printed are their own, not the views of the School.

Don't be an impersonator: You should never pretend to be someone else and post content about the School. Tracking tools enable 'anonymous' posts to be traced back to their authors.

Be a good social citizen: If you choose to identify your affiliation with Peter Moyes Anglican Community School in your comments, readers will associate you with the School, even if you have published a disclaimer that their views are their own.

Be aware of liability: You are legally liable for what you post on your own site and on the sites of others.

Protect your identity: While you want to be honest about yourself, you need to ensure you do not inadvertently provide personal information that scam artists or identity thieves could use against you or other members of the School community, including staff, students, volunteers and other parents. Do not list a home address, telephone number, private email address or full date of birth.

Users are required to:

- Always follow the social media platform's Terms of Use policy and/or Code of Conduct
- Act lawfully. Unlawful acts include (but are not limited to) breaching copyright
- Make sure your personal online activities do not interfere with the performance of your job
- Be clear that personal views are your own, and not, necessarily, the views of the School
- Maintain confidentiality. Users may not disclose confidential information obtained through the School
- Remember audience and applicability
- Remember that what is posted today will last forever

Staff-Specific Guidelines

You are legally liable for what you post on your own social media account and on the sites of others. Your social media account is yours and cannot be used for communicating about School related activities, unless permission has been given. It should also NOT be used to contact students; email is the correct platform for this.

School staff members are subject to increased public scrutiny because they work with children. Using social media, whether during or outside working hours, presents significant risks. Staff are governed by School policies in this regard, in addition to Department of Education policies and State and Federal legislation. Staff should refer to the Staff Handbook and relevant School policies in this regard. These policies apply to teaching and non-teaching staff.

Important reminders:

- Always follow relevant Terms of Use policies; each social media site has a code of conduct and when you sign on you are governed by that Code of Conduct
- Do not act unlawfully when using social media, such as breaching copyright
- Make sure your personal online activities do not interfere with the performance of your job
- Be clear that your personal views are yours, and not necessarily the views of the School
- Do not disclose confidential information obtained through the School
- Do not use the School's name to promote or endorse any product, cause or political party or candidate
- Staff are strongly encouraged to regularly review their own privacy and security settings on their personal social media accounts and to ensure it is set at an appropriate level
- The same laws, professional expectations, and guidelines for interacting with students, parents and other Staff members apply online as in the real world
- When communicating with parents and/or students electronically, staff members are required to use their official School email address
- The use of social media in the classroom must always have an educationally valid context
- Communicating with students using personal e-mail accounts and being "friends" with students on social networking sites is deemed "unacceptable behaviour"
- Students must not have access to teachers' personal social networks
- Staff accessing personal social networks must do so in own time and in areas away from student viewing. Be aware that actions captured through images, posts, or comments may reflect that of the School
- If a parent and/or student contacts a staff member through a social media or social networking platform such as Facebook, do not respond through that platform. If it is a genuine question or comment on School work or School-related topics, the staff member may reply using the official School email address
- Complaints or grievances raised through Social Media platforms should always be addressed through the channels outlined in the Dispute and Complaint Resolution Policy
- Staff members have the same rights in terms of harassment that students and parents have, and staff members should access the same processes outlined in the Dispute and Complaint Resolution Policy