St Andrews
LUTHERAN COLLEGE

Social Media Policy

Introduction

St Andrews Lutheran College realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this end, the College has developed the following policy to provide direction for employees, students and the College community when participating in social media activities.

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 members of the St Andrews community to express their views, comments, and ideas on a whole range of issues.

However, it is expected that all members of the College Community should behave within and outside of the College in such a manner that the welfare of members of the College Community is not adversely impacted upon or reputation of the College is not negatively affected or brought into disrepute.

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

The purpose of this policy is to set standards of behaviour for the use of Social Media that are consistent with the broader values and expectations of the St Andrews community. It is about creating an atmosphere of trust and individual accountability.

Definitions

Social Media – refers to all social networking sites such as, but not limited to, Facebook, Twitter, LinkedIn, YouTube Chat-rooms and MySpace.

Scope
This policy applies to the College community: staff, students and parents.

Rights and Responsibilities

A community can only function effectively when all members afford and treat each other with respect. Members of the College community are expected to give respect to others and the reputation and good name of the College.

This policy is not intended to discourage nor unduly limit employee's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in our Community or the College through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the Lutheran Ethos of the College and the highest Professional Standards as outlined in, but not limited to the Staff Code of Ethics and the QCT Professional Standards.

When using Social Media, members of our community are expected that they:

➢ Demonstrate appropriate personal and professional boundaries and behaviours
➢ Demonstrate good digital citizenship
➢ Ensure their online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face,
➢ Respect the rights, privacy and confidentiality of others
➢ Ensure all content published is accurate and not misleading
➢ Consider whether how and what you post reflects on your professional or personal character, and the welfare of others
➢ Think before they post
➢ Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the College's reputation or bring it into disrepute

It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

Breach of this Policy
A breach of this policy may also involve a breach of other St Andrews policies, such as, but not limited to:

• Anti-Harassment Policy
• ICT Acceptable Use Policy
• Student Code of Conduct
• Staff Code of Ethics
• QCT Professional Standards
• Privacy Policy

If an employee comes across negative remarks about the College and/or its operations online, they are required to pass these onto the College.

Any breach of this policy will be considered by the Principal or his/her delegate as serious, and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated and may result in a notification to Police where the College is legally obliged to do so.

Student sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or exclusion from the College.

Staff who breach this policy will be subject to disciplinary measures.

Parents who breach this policy may be asked to withdraw their child from the College in cases which adversely reflect on St Andrews.

It is important that staff, students and parents should be aware that in certain circumstances where a crime has or may have been committed, they may be subjected to a criminal investigation by Police over which the College will have no control.

Acknowledgement:
Melbourne Girls Grammar School Social Media Policy