Social Media Policy
2018

Purpose

Our 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 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. For staff the highest Professional Standards as outlined in, but not limited to the Staff Code of Ethics and the QCT Professional Standards are applicable.

When using Social Media, members of our community are expected to:
- Demonstrate reasonable 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 reasonable person uses when communicating face-to-face.
- Respect the rights, privacy and confidentiality of others.
- Not knowingly provide incorrect, defamatory or misleading information about the College's own work, the work of other organisations, or individuals.
- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others.
- Protect the privacy and security of the College, its employees, students, parents, partners and suppliers.
- Think before they post.
- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, and pornographic, infringes copyright or is otherwise unlawful or might cause damage to the College's reputation or bring it into disrepute.

Policy Statement

St Andrews Lutheran College realises that part of contemporary learning is adapting to the changing methods of communication. The College recognises 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 also an area in which rules and boundaries are constantly being tested.

Staff, students and parents must behave ethically when interacting online and will be held accountable for their actions inside and outside of school hours where their action have a negative impact on the well-being of students and staff and the reputation of the College. This

policy acts in conjunction with other St Andrews policies in order to maximise our social media reach, while protecting our public reputation.

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.

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.

Links to Other Policies / Documents / 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 & eSafety Student Acceptable Use Agreement
– ICT & eSafety Staff Acceptable Use Agreement
– Student Code of Conduct
– Staff Code of Ethics
– QCT Professional Standards
– Privacy Policy

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

Definitions

eSafety – Australian Government agency protecting children when they experience cyberbullying, https://www.esafety.gov.au/

Social Media – websites, applications and games that enable users to publish, create and share content or to participate in social networking.

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