

Social Media

POLICY

Introduction:

Social media are powerful communications tools that have a significant impact on organizational and professional reputations. Because they blur the lines between personal voice and institutional voice, Mooroopna North Primary School has crafted the following policy to help clarify how best to enhance and protect personal and professional reputations when participating in social media.

Social media are defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Examples include but are not limited to Twitter, Facebook, YouTube, MySpace, What's Up, Snap Chat, imessages etc.

Both in professional and institutional roles, employees need to follow the same behavioural standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, media and other educational facilities apply online as in the real world. Employees are liable for anything they post to social media sites.

If school families post inaccurate, misleading or derogatory comments about the school, students and its staff, defamation may be explored by the individual involved.

Section 1: Policies for all Social Media Sites, Including Personal Sites

- **Protect confidential and proprietary information:** Do not post confidential or proprietary information about Mooroopna North Primary School, students, families or employees. Employees must follow the applicable requirements and regulations, and adhere to all applicable Education Department privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action or termination.

It is expected that families associated with Mooroopna North Primary School also abide by these same principles.

- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others and of the school.

- **Don't use Mooroopna North Primary School logo for endorsements:**

Do not use the school logo or any other images or iconography on personal social media sites without the direct approval by the Principal. Do not use the school's name to promote a product, cause, or political party or candidate without the direct approval by the Principal.

- **Respect time and property:** Mooroopna North Primary School computers are reserved for school related business as approved by the Principal.

Section 2: Best Practices

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 the Principal, and the Principal will then deal with the issue appropriately.

- **Think twice before posting:** Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster, the school and the students. Search engines can turn up posts years after they are created and comments can be forwarded or copied. If you wouldn't say it at a meeting or face-to-face, consider whether you should post it online. If you are unsure about posting something or responding to a comment, ask the Principal for input.
- **Strive for accuracy:** Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of the school in any capacity. Please ensure you have direct approval by the Principal.
- **Be respectful:** Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the post, the school and the students.
- **Remember your audience:** Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students and families, current students and families, current employers colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- **Photography:** Photographs posted on social media sites easily can be appropriated by visitors. Obtain permission from the school before posting photographs.

Remember that the policies of Mooroopna North Primary School and the Privacy Policy of the Department of Education and Early Childhood Development related to purchasing and using their images apply online as well as in print.

Section 3: Institutional Social Media

Postings on behalf of Mooroopna North Primary School are not to be made without the consent of the Principal, and the following policies must be adhered to in addition to all policies and best practices listed above:

- **Notify the school:** Discussion with the Principal must occur before postings are placed.
- **Acknowledge who you are:** If you are representing Mooroopna North Primary School when posting on a social media platform, acknowledge this.
- **Have a plan:** Consider the messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.
- **Link back to the school:** Whenever possible, refer back to Mooroopna North Primary School. Ideally, posts should be very brief, redirecting a visitor to contact the school and speak with the Principal.
- **Protect the institutional voice:** Posts on social media sites should protect the school's integrity by remaining professional in tone and in good taste.

This policy was last ratified by School Council in....

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