



Respect

Responsibility

Excellence

Persistence

# SOCIAL MEDIA

## POLICY

### **Rationale:**

- All members of Canadian Lead Primary School community (students, parents and staff) have the right to benefit from the opportunities that exist through using the various online social media platforms. Whilst making use of social media platforms all members of our school community should behave within and outside of the school in such a way that the image of the school is not negatively affected or brought into disrepute.

### **Aims:**

- The purpose of this policy is to inform and guide the way Canadian Lead Primary School and its staff interact via social media. This policy has been developed to protect the school's students, staff, parents, assets and reputation through providing clear protocols for the use of social media in official and personal capacities.

### **Examples of Social Media:**

- Direct social contact apps (eg. Snapchat, KIK, WhatsApp)
- Social networking sites (e.g. Facebook, LinkedIn,);
- Video and photo sharing websites (e.g. Flickr, YouTube);
- Blogs, including corporate blogs and personal blogs;
- Micro-blogs (e.g. Twitter);
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool);
- Wikis (e.g. Wikipedia);
- V.O.D. (Video on Demand) and Podcasts;
- Video conferences and web conferences;
- Email and instant messaging
- Social media also includes all other emerging electronic/digital communication applications.

## **ROLES AND RESPONSIBILITIES**

### **Principal/Admin Staff/E-Learning Coordinator/Computer Technician:**

- Ensure approval for social media activity from principal/delegate;
- Ensure written consent is obtained before the use of photos/student work for sharing on the Canadian Lead Primary School Facebook page;
- Ensure the IT requirements for establishing social media activities and profiles are in place;
- Ensure that staff understand and comply with this policy;
- Provide relevant training to teachers and students who will be using social media;
- Ensure protective practices are in place to safeguard teachers and students;

- Discourage the use of social media for students under the age of 13
- Provide opportunities for staff and students to identify and report offensive online material or behaviour;
- Act to quickly remedy issues when they arise and support staff, students and families through these processes;
- Model best practice social media usage;
- Ensure appropriate safeguards are in place to protect students.

**Teachers and support staff:**

- Ensure approval has been granted for social media activity for the relevant principal/delegate;
- Teach strategies to maintain a positive online presence and protect identity;
- Use ICT and sources of social media will be used in the classroom for educational and collaborative purposes in conjunction with the Canadian Lead Primary School ICT and Online User Agreement.
- Teach students how to identify and avoid inappropriate materials.

**Students and young people:**

- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community;
- Apply cyber-safety strategies and instructions when using social media.

**Parents and caregivers:**

- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community;
- Permission will need to be obtained before using photos involving Canadian Lead Primary School students and the taking of photos by parents on school excursions/sports days
- Apply cyber-safety strategies and instructions when using social media.
- Take responsibility for their child only using social media apps that are appropriate for their age and discourage the use of social media for students under the age of 13

**All users:**

- Avoid the use of negative comments or naming Canadian Lead Primary School, students or staff in a way that will impact on their safety or wellbeing.

**PERSONAL USE OF SOCIAL MEDIA**

Canadian Lead Primary School recognises that all members of the school community may wish to use social media in their personal life. This policy does not intend to discourage or unduly limit your personal expression or online activities.

Members of the school community should recognise the potential for damage to be caused (either directly or indirectly) to the school in certain circumstances through personal use of social media when a person can be identified as a member of the Canadian Lead Primary School community. Accordingly, all parties should comply with this policy to ensure that the risk of such damage is minimised.

All members of the CLPS community are personally responsible for the content they publish in any capacity on any social media platform.

Where comments or profile can identify you as a school community member, you must:

- only disclose and discuss publicly available information;

- ensure that all content published is accurate and not misleading and complies with all relevant school policies and the DET Code of Ethics;
- expressly state on all postings identifying you are a Canadian Lead Primary School community member that the stated views are your own and are not those of the school;
- be polite and respectful to all people you interact with;
- adhere to the Terms of Use of the social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

### **CANADIAN LEAD PRIMARY SCHOOL SOCIAL MEDIA AND WEBPAGE**

Canadian Lead Primary School aims to improve its coverage of events, excursions and day to day workings at the School for the wider community. In doing so the School undertakes the management and integration of Facebook and the School's webpage into the communication system of the School. In order to maintain consistency and coherence of communication available for the wider School community Canadian Lead Primary School undertakes the following:

- The School's social media account will be overseen by the Principal and managed by selected staff at Canadian Lead Primary School, as delegated by the Principal. Only the identified staff will have access to the Facebook account.

Social media will be utilised only as a news dissemination tool and no conversations or direct posts will be responded to.

- It is the responsibility of the staff member in charge of the account to monitor the news feed throughout the day and, if any inappropriate content/comments are made then that staff member is to notify the Principal once the comment has been removed.
- Any account posting content/comments that are in breach of this policy or any contextual policies noted within will be reported to appropriate social media authorities as abusive and in severe cases the police contacted.
- Canadian Lead Primary School's social media accounts remain the property of the school and as such will only ever be utilised to publish school related content.
- No post will contain student's full names.
- Canadian Lead Primary School will endeavour to maintain the privacy of all students by not posting images where student faces are clearly distinguishable, unless there is signed consent from their parents/guardians.

Canadian Lead Primary School is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness. This policy has been created with eSmart guidelines policy in mind.