

WPS – SOCIAL MEDIA POLICY

For period:
October 2015 - October 2017

Rationale:

Wandong Primary School and its employees' participate in social media online applications such as social networking sites including Facebook, School Website, wikis, blogs, micro blogs, video and audio sharing sites, message boards that allow people to easily publish, share and discuss content.

Using Social Media: Guide for DET Employees

Cybersafety is a major concern facing schools. Again, this does not only affect children and young people. Department employees in schools are also at risk of misusing social media or being targeted by a disgruntled young person or member of the school community. This is not a new concept. As with all forms of inappropriate behaviours the digital world has simply opened up a new platform for it to occur.

In the context of this *Guide*, social media is the term used for internet based tools for sharing and discussing information among people. Additional social media tools may include (although are not limited to):

- Social networking sites (e.g. Facebook, LinkedIn, Myspace)
- 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)
- Vod and podcasts
- Video conferences and web conferences
- Email and instant messaging
- All other emerging electronic/digital communication applications.



Aims:

Social media provides an opportunity to:

- engage and interact with our various audiences such as parents, students, staff and the wider community within eSmart guidelines
- improve and increase staff expertise and confidence.

The following five standards apply to employees' work use and personal use of social media at any time; when it has a clear and close connection with the DET. The Department will enforce these five standards as and when appropriate:

- Always follow relevant department policies including the Code of Conduct.

- Do not act unlawfully (such as breaching copyright) when using social media.
- 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 department.
- Do not disclose confidential information obtained through work.

Audience and Applicability

The terms and conditions contained in this policy document apply to all Wandong Primary School employees and all casual, temporary and contract staff.

This policy should be read and interpreted in conjunction with:

- Using Social Media: Guide for DEECD Employees in Schools
- Public Administrations Act 2004 (Vic) and the VPS Code of Conduct made under that Act, which applies to the *public sector*;
- Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the *teaching service*;
- Information Privacy Act 2000;
- Relevant policy including the Acceptable Use Policy for the Department's ICT Resources and Professional Codes of Conduct such as the Victorian Teaching Profession Code of Conduct.

Wandong Primary School's Responsibility:

Responsibilities and Delegations

The principal is required to ensure this policy is understood by staff working within the school.

Monitoring, Evaluation and Reporting Requirements

The principal is responsible for monitoring and evaluating the effectiveness of the policy

Social Media Guidelines

Social media is a group of online applications such as social networking sites, Facebook, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at Wandong Primary recognise the importance and potential positives of participating in these conversations and are aware of the fact that such comments may be public and potentially permanent. The following guidelines are designed to support staff as they engage in any conversations.

- Staff are to ensure that they follow relevant department policies including the Code of Conduct and ensure that they follow the terms and conditions for any third-party sites.
- Staff are to be aware that their role with the department creates an association between what is said online and the department itself. Staff are to ensure that content published is consistent with their work and DET professional standards.
- Staff are to ensure that their personal online activities don't interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback.
- Staff should adhere to the department's social media policy and guidelines.
- Personal accounts may not be listed or cross promoted on department platforms unless approved by the Principal.

Facebook and Webpage

Wandong 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 Wandong Primary School undertakes the following:

- The Schools Facebook account will be overseen by the Principal, Assistant Principal and managed by selected staff at Wandong Primary School. Only the identified staff members will have access to the Facebook account.
- Facebook 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 newsfeed 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 Facebook as abusive and in severe cases the police contacted. Access to such users will be denied/blocked. Refer to Appendix One.
- Wandong Primary School's Facebook account remains 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.
- Only students that have signed consent from their parents/guardians will be allowed to have their photo or school work displayed on Facebook or the Webpage.

Wandong Primary School is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness.

Appendices:

1. Media Consent form.
2. Misuse and Legal Consequences
3. A step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students.
4. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site
5. A Step-by-Step Guide for DET Employees to Access Legal and Wellbeing Support for Online Incidents of Concern.

Evaluation

This policy will be reviewed with staff, students, parents and community input as part of the school's three year review cycle.

CERTIFICATION

This policy was adopted at the School Council meeting held at Wandong Primary School on the

Signed:.....

School Council President

Signed:

School Principal

WPS Social Media and Media Use Policy

General Consent 2017

This General Media Consent form allows for the collection, use and disclosure of other school photos, video, film and digital images that may be taken by the school from time to time.

Students at Wandong Primary School may have their photograph/video taken for purposes including; student of the week, reading awards, community awards/events, house points, personal achievements, school achievements, school events or promotional events. These photographs/videos may appear primarily in the school newsletter which is sent home to families and may also be viewed in the local paper or viewed online through the school website or social media outlets including Facebook.

Due to the nature of the internet, anything that is uploaded to the school website or Facebook page may then be accessible through other areas of the internet. Although it is not the intent of Wandong Primary School to have these images in other locations on the internet, there may be occasions when photographs/videos are accessed through other areas of the internet such as Google Images, YouTube etc. Our current system does not allow us to store all online images therefore an external server is used to house all the information. Our current website provider does this for newsletter items and photographs while YouTube stores all video content that is uploaded onto the school website. All videos that are on school website are also able to be accessed from YouTube directly. Wandong Primary School has a password protected, verified YouTube account and has full control over what is uploaded to YouTube and subsequently to the school website.

All digital images uploaded to the website, Facebook, school newsletter, local paper or other media is for the purpose of promoting and celebrating school and/or student achievements.

Below is a list of areas photographs/videos may be published. Please indicate your consent of each one:

Photograph/Video	Digital image may be published:	Yes	No
Photographs from assembly including: Student of the Week, reading awards, house points, student achievement, SRC or school and class events	School newsletter, school website, Facebook internet: Google Images, displayed at school, or used as learning resources (eg social stories, using photographs for writing tasks etc)		
Photographs/video from school events such as; sporting events, excursion/incursions camps, school productions, community events, family events etc	School newsletter, school website, Facebook, display at school, learning resource, internet: Google Images, YouTube etc		
Photographs/video used for promotional purposes such as DVDs for prospective families, promotional materials such as brochures to prospective prep families or advertisements in local newspaper	DVDs, local newspaper, promotional material		
Photographs/videos used for professional learning purposes such as assessment procedures for analysis, teacher professional practice for feedback and reflection or student reflections, work samples	Professional learning sessions with staff from Wandong Primary School and/or other schools or professionals or pre-service teachers		
Student work samples to be view on the school website, school newsletter	School website, Facebook, school newsletter, internet		

I.....(print) have read the Social Media Use and Media Use Policy and understand the school's use of digital images. I have indicated my intent for each area (above) and understand that the school will act in the best interest of my child/ren.....(print) to ensure their privacy is protected.

Signed:.....

Please return this form to the office. If no form is returned, we will assume YES to all categories.

If consent changes for any reason in the future, please inform the school office. Appropriate changes and notifications will then be made known to staff.

Misuse and Legal Consequences

Misuse of social media may involve:

- (i) a breach of employment obligations
- (ii) serious misconduct
- (iii) sexual harassment
- (iv) unlawful discrimination
- (v) a criminal offence (see below)
- (vi) a threat to the security of Department ICT resources
- (vii) an infringement of the privacy of staff and other persons such as students or parents, or
- (viii) exposure to legal liability.

This will be regarded as a serious matter and appropriate action, including termination of employment, may be taken.

Where there is a reasonable belief that illegal activity may have occurred the Department may report the suspected illegal activity to the police.

Offences and criminal charges

Various Victorian and Commonwealth legislation create criminal offences for the misuse of social media. Some such offences include the following:

Menace, harass or cause offence

It is a criminal offence under the *Criminal Code Act 1995(Cth)* to use a carriage service to menace, harass or cause offence.

Child pornography

It is a criminal offence under the *Crimes Act 1958 (Vic)* to print, produce, possess or procure child pornography.

Child pornography is defined as any film, photograph, publication or computer game that describes or depicts a person who is under 18 years of age engaging in sexual activity or depicted in an indecent sexual manner.

It is also a criminal offence under the *Crimes Act 1958 (Vic)* to invite or procure a person who is under 18 years of age to be in any way concerned in a sexual performance.

Although these criminal offences were created to protect young people from predatory adults, young people may well commit such offence by engaging in practices such as 'sexting'.

Any instances involving these actions should immediately be reported to the Victoria Police Sexual Offences and Child Abuse (SOCA) Unit and a report made to the [Emergency & Security Management Unit](#) on (03) 9589 6266 (24-hours).

Stalking

Stalking is a criminal offence under the *Crimes Act 1958* (Vic).

Stalking occurs where an offender engages in a course of conduct with the intention of causing physical or mental harm to another person, or arousing apprehension or fear in that other person; and the course of conduct has that result. Examples of stalking include:

- following the victim (including through electronic means)
- contacting the victim by telephone, text message, email or other electronic communication
- publishing on the internet or by an email or other electronic communication a statement or other material relating to the victim or statement or material purporting to originate from the victim
- causing an unauthorised computer function in a computer owned or used by the victim
- entering or loitering outside or near the victim's place of residence or of business or any other place frequented by the victim
- giving offensive material to the victim, leaving it where it will be found by, given to or brought to the attention of, the victim (including through electronic means)
- keeping the victim or any other person under surveillance.

Other legal consequences

Defamation

If an employee publishes information that identifies a person; and the published content lowers the person's standing, brings that person into hatred, ridicule or contempt, or causes others to shun or avoid that person; the employee who published the information may find themselves personally defending an action of defamation.

Copyright

Copyright is the legal protection of literary, dramatic, artistic, and musical works, sound recordings and performances. It provides creators with the legal right to control the use of their creations. Publishing such works without the requisite permissions from the creator(s) may amount to a breach of the *Copyright Act 1968*.