

# SCHOOL SOCIAL MEDIA POLICY & PROCEDURE



Access to the internet is provided for the purposes for educational research and learning. The purpose of this policy is to provide rules for appropriate use of all types of Information technology, internet and all forms of Social Media sites. The policy is intended to support the use of computers by staff and the students in their work, to protect all members of staff, their work, the students, the school, its systems and its resources and families.

## SCOPE

All Staff & Families are asked to read carefully the following policy.

*The advances taking place in information technology have led to a growing range of devices that assist communication and integrate existing technology. The use of such devices to transmit and receive information is now accepted as an essential business practice which has significantly influenced, and will continue to influence, communication and working methods now and into the future. This policy takes into account these future developments*

*The term social media encompasses many different types of internet applications that allow user-generated content and multi-directional exchange of information. It includes blogs and microblogs (Twitter, Yammer), social networks (Facebook, Instagram, LinkedIn, Legal OnRamp), wikis (Wikipedia), podcasts, social bookmarking sites (Digg, Delicious), forums and discussion boards (Google groups, Yahoo! Groups) and photo and video sharing (Flickr, YouTube, snapchat).*

## AIMS

### DEFINITIONS-Social Media

Social media (sometimes referred to as 'social networking') are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new and innovative social media sites being developed almost every day. Staff can determine what social media platform adds value to their particular need. This list is provided

as a guide to the types of social media currently available:

- *Social networking sites:* are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends eg, Facebook, Edmodo, Myspace, LinkedIn, Yammer).
- *Video, audio and photo sharing websites:* are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over eg, Flickr, YouTube, iTunes U, Vimeo, SoundCloud.
- *Blog:* A blog (short for web log) is a kind of online diary, where you regularly post about your life, your hobbies, business, news or other interests. It is a way of having your own space in the virtual world eg, WordPress, Blogger.
- *Microblogging apps:* are websites that post micro-blog like posts to announce what you are currently doing eg, Twitter, Instagram, Tumblr, Facebook, Snapchat
- *Location-based apps:* (also known as *Geolocation*) are applications with the capability to detect and record where you and other people are located.
- *Wikis:* are websites where users create, edit and share information about a particular subject or topic eg, Wikipedia, Wikispaces.
- *Online gaming:* are games played over some form of computer network and are often based around a community of users eg, Steam.
- *News aggregation:* news aggregators provide a list of the latest news stories published by users from a range of different web sites eg, Digg.
- *Ning:* an online platform for people and organisations to create custom social networks around specific interests. Ning offers the ability to create an invited closed community website with a customised appearance and feel, feature sets such as forums, blogs, photos, and videos.
- *Forums or message boards:* are online discussion sites where people can hold conversations in the form of posted messages
- *Online multiplayer gaming platforms:* are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (eg, World of Warcraft).

**IMPLEMENTATION:****Social Media & Internet Usage (Including But Not Limited To E-Mail, The Web, Chatrooms)**

In relation to communication through social network websites all Farmhouse Montessori School Staff & Board members will maintain confidentiality.

*Definition: a social networking website can be defined as a website used to socialise or communicate. These include but are not limited to Facebook, Instagram, Snapchat and Twitter. Our stance on social networking websites is that:*

- The Farmhouse Montessori School is holds its reputation in high regard and is not to be used alongside any events or organisations outside the scope of the school's strategic plan and policy. These links will be made by the staff (with the approval of the principal or board) and will not undermine or defame the school's reputation or name in any way. The name of the school will not be used by any member of the community or staff for unauthorised personal use without permission.

*'Unauthorised personal use' in this case refers to any staff member or community member establishing an event, page or organisation using the school's name, without written authority from the Chairman of the Board or the School Principal.*

The Farmhouse Montessori encourages use of social media to enhance communication, collaboration and information exchange in support of organisational and NSW Government objectives, within the guidelines set by the school.

The use of social media follows the same standards of professional practice and conduct associated with all communication activities in the public sector. The Farmhouse Montessori staff and parent community are expected to use common sense and judgement when making comment or posting items on all social media sites, as these are public forums with huge spheres of influence.

**Staff will:-**

- Be made aware that social networking websites are not a private means of communication but can be accessed by the public, therefore, it is important not to share private information about the school, families or other staff members on social networking websites without their permission.
- Be advised if they breach the privacy information on any social media sites in regard to staff, families or student at the school that they may face an inquiry into the situation by the Principal and or Chairman of the Board and may involve the staff member, depending on the severity of the situation facing possible termination of employment.
- Only post pictures of children (from the school) who the school has received signed permission forms back from. Pictures posted will go to the Principal first before going live for approval.
- On occasions, Teachers may use their personal phone to take pictures of the students, if this is the case these must be deleted from their device upon departure of the premises.
- Be advised that if they put photos of a child or children enrolled at the centre on a social networking website without the proper authority, families will immediately be contacted. If possible, the social networking website will be contacted to delete the photos. The staff member will face an inquiry into their actions and possibly face termination of employment.
- Make reasonable use of the Web for other than strictly work purposes provided it does not adversely affect your work and the work of others and has a minimal effect on the Farmhouse Montessori School's resources
- Make sure that the permission for children being online has been checked by all staff involved before submitting items for school publication. Teachers will regularly check the list

There is no such thing as a 'private' social media site, regardless of the privacy settings. Posting information on-line is no different from publishing in a newspaper. If an employee or a family makes any comment about the Farmhouse Montessori School on a social media site they are essentially making a public comment.

**Families Will:**

- receive a copy of the Social Media Policy on commencement at the school with their Child Information form or this will be placed into their pigeon hole at the school on request.
- Either chose to sign or not sign the consent section which is located in the annual Child Information Forms each year and return to the school campus that the student is enrolled in.
- By signing the Consent the parent give permission for the school to use the image of their child in all of the school's Online -Media platforms. (This excludes Educa, which is a closed private network requiring a login and strict parent permissions) or offline media publications, such as newspapers and magazines, or both.

- Parents and families will not be permitted access to any of the school computers unless permission has been granted by the Principal due to the sensitive information on some of these computers.
- Families will be aware that if they approve their child to be online, and their child's photo is used, it may be shared by families and carers on their personal networks, causing the images to have a much larger reach than our school community.

## School Events

When hosting an event where parents are permitted to take photographs/ videos will make it clear from the start that any images taken must be for private use only and ask for them not to be put on the web. An announcement at the start of all events at school will be made to enforce this. If we find that this has been breached this will be reviewed.

### Families that may have a question:

#### *Who is the Australian Communications and Media Authority?*

The Australian Communications and Media Authority (ACMA) is the statutory authority responsible for regulating the Internet, broadcasting and telecommunications in Australia. As one of the responsibilities of ACMA, ACMA is responsible for promoting self-regulation in the communications industry, protect consumers and other communications users, and foster "an environment in which electronic media respect community standards and respond to audience and user needs" (ACMA, 2013b).

ACMA administers regulation of online content as part of the co-regulatory scheme under the *Broadcasting Services Act 1992*. ACMA has the power to investigate complaints about online content and take action where it finds prohibited content. Complaints about a webpage, newsgroup posting or other online content can be lodged with ACMA (see *Further information and resources*).

#### *Worried about the safety of a child or want to lodge a complaint about a website?*

If a website displays an image of your child without our consent, or if an image that was authorised for publication has been presented in an inappropriate way, the first step is to contact the author or website administrator to request that the image be removed or altered. A complaint may also be lodged to the Office of the Australian Information Commissioner (Phone: 1300 363 992) if the image was published by an organisation, individual or agency covered by the *Privacy Act 1988* (Cth). For general advice on online safety, contact the Cybersmart Contact Centre on 1800 880 176.

The Australian Federal Police Child Protection Operations team investigates and coordinates matters related to online child exploitation within Australia. In conjunction with international agencies, including the Virtual Global Taskforce, the Australian Federal Police Child Protection Operations team can also investigate matters related to websites originating from outside Australia. The team investigates offences associated with pornography, abuse, blackmail, grooming and procurement of children. Reports about online child exploitation can be made directly to the Australian Federal Police through their website. Alternatively, concerns can be reported anonymously to Crime Stoppers (Phone: 1800 333 000) who then forward information to the Australian Federal Police. If a child is in immediate danger, emergency services should be contacted by calling 000 or local police.

## REFERENCED DOCUMENTS

The following documents are referenced in this policy:

### LAWS & REGULATIONS

- Education and Care Services National Regulations; National Quality Standard; Early Years Learning Framework ;Fair Work Act
- Privacy and Personal Information Protection Act 1998
- Child Protection Act 1999

### SOURCES

Australian Federal Police Child Protection Unit  
Office of the eSafety Commissioner

### Modification

*New Logo*

*Updated Permission Note*

### REVIEW DATES

*March 2018*

*Aug 2018*

## PERMISSION TO USE CHILD'S PHOTOGRAPHS

Dear Parents/Guardians

Students at Farmhouse Montessori School campuses will be involved in school activities where they may be photographed. Photographs of students may be used in a variety of Social Media forum/ platforms to celebrate a student's success in a particular area or for educational purposes or to promote activities at the school. Photographs of children are also used in newspapers, school brochures, web site, DVDs, special displays and other promotional material.

The majority of parents are happy for their child's photograph to be used and their children enjoy seeing their photographs in the school newspapers and on school publications.

We need parental permission to publish children's photographs. No child's photograph will knowingly be published without parent permission. Accordingly I ask that you complete the form below and return it to school as soon as possible.

Please note this permission form is valid for the duration of your child's schooling at the Farmhouse Montessori School; this will be kept on file in your child records, however permission may be withdrawn at any time upon written notification to the PA on [pa@farmhousemontessori.nsw.edu.au](mailto:pa@farmhousemontessori.nsw.edu.au).

Thank you

Gavin McCormack  
Principal

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## PERMISSION TO USE CHILD'S PHOTOGRAPHS

Child's Name: \_\_\_\_\_ Year: \_\_\_\_\_

\_\_\_\_\_

Child's Class: \_\_\_\_\_ Campus: Nth Head /Nth  
Balgowlah

- I give permission for my child to appear in **ALL** forms of media publication such as school newsletter, social media, school magazines, newspapers and school brochures.
- I do not give permission for my child to appear in any publications. (This excludes educa which is internal for the North Balgowlah campus only and password protected).

I acknowledge that ownership of such material is retained by the school.

Parent/Guardian Name:

\_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

