



Tarneit Senior College Social Media Policy

Rationale

Teachers, students and parents are increasingly using digital technologies for professional purposes (i.e. teaching and learning) and personal purposes (i.e. communicating, creating and socialising) thus challenging the traditional concept of learning in a school setting.

Tarneit Senior College recognises the importance of teachers, students and parents engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Instagram, Twitter, YouTube, and other online applications through which people connect and share information.

Aims

The aim of the Social Media Policy is to set standards of behaviour for the use of social media that are consistent with the values and expectations of Tarneit Senior College. Tarneit Senior College aims to protect the safety and wellbeing of students, teachers and the school community.

The college expects all members of the Tarneit community to uphold the values of the college in all social media interactions by not acting in ways that may bring the image of Tarneit Senior College into disrepute nor in a way that may harm members of the school community. Therefore, it is expected staff, students and parents use social media in a respectful and responsible manner. This means social media should not be used to insult, present offensive or inappropriate content or to misrepresent Tarneit Senior College or any member of the school community.

If there is a breach of Tarneit's Social Media Policy, the school will undertake disciplinary action, determined on a case-by-case basis. All reports of cyberbullying and other technology misuses will be investigated and may result in a notification to police where the school is required to do so.

Privacy Collection Statement

Tarneit Senior College is utilising social media tools such as Facebook and YouTube to engage with our community. It is intended that our Facebook page and developing social media profile, will allow you to keep up to date with activities, events and announcements as well as celebrating our school community and its' achievements. This may include photographs of teachers, students, student works.

Tarneit Senior College will obtain permission from a student's parent or guardian prior to the publication to enable the college to include such material. The college will obtain this permission as part of the enrolment process. Permissions obtained at enrolment may apply for the duration of the student's enrolment at the college unless Tarneit Senior College is otherwise notified in writing.



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Our use of social media applications will allow the general public to view any posting made by the moderator, but will attempt to limit responses from other users that are posted. Tarneit Senior College will not retain any information posted on social media sites. Additional information about Facebook can be found below.

All social media sites have their own privacy policies are different to privacy collection statements. For more information, you can view our Information Privacy Policy and Facebook Privacy Policy.

Rights and Responsibilities

Staff, students and parents are expected to show respect to all members of the school community.

Staff will plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant education authorities. This will be undertaken via presentations by external representatives and through the development and inclusion of curriculum initiatives such as 'Respectful Relationships' through the subject 'Tarneit Time'. Staff will also undertake professional development through initiatives and resources provided by DET, such as the DET interactive learning modules and Tarneit Senior College's participation in the Alannah and Madeline Foundation's eSmart Schools initiative.

Parents will be responsible for being aware of and informed about their children's online activity and be proactive in the supervision and guidance of their children taking into account this policy and in particular the school's core values.

Implementation

Code of Conduct

Our intention is to grow our school community's understanding of social media, related policies and laws and to develop positive online behaviours and interactions so as to better engage with and build community and learning culture at Tarneit Senior College.

Using student names

All users interacting within the Tarneit Senior College Facebook page, either by liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name. People under the age of 13 years are prohibited by Facebook's Terms and Conditions from creating an account. Therefore, if children under 13 years do wish to view our Facebook page, it should always be under parent supervision. We aspire for our community to role model exemplary conduct for our students in social media spaces.

Raising issues

Any issues arising from inappropriate use of social media should be directed via telephone or with direct contact to the respective contact people:



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Students – House Leaders

Staff and Community – Principal or their nominee

The purpose of social media is to inform and celebrate our school community. When items are posted we are happy to see people support the post by 'liking'. Users will also be able to 'like' a post or comment by clicking the 'like' button.

Interaction

Initially the college will attempt to restrict commenting to delegated administrators and moderators. Unrelated or inappropriate comments or posts as deemed by the representatives or under guidance by the principal will be removed. We will not support interactions that incite or fuel negative sentiments. We reserve the right to block access by anyone who abuses trust.

Users should not author a posting on their own or upload media (photos and videos). If people from the community have a great photo or video they can private message for the college to consider the contribution.

The college will only upload student photos and videos, where parents have indicated their preferences for public web publishing. We request that you do not 'tag' photos of students. Only first names of students should be posted, unless otherwise agreed in writing prior.

Friending teachers on Facebook

All Victorian teachers operate under a Department of Education and Training Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction unless it is directly connected to their learning. Please do not seek to friend teachers.

Moderation and Blocklisting

Tarneit Senior College reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's blocklist.

Actions resulting from any breaches of the Code of Conduct

Tarneit Senior College reserves the right to ban any user from interacting with its Facebook page for breaches of this Code of Conduct. The Law and Facebook's Terms of Tarneit Senior College's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

Misuse and Legal Consequences

Misuse of social media may involve:

- (i) a breach of employment obligations



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- (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 may be taken. Where there is a reasonable belief that illegal activity may have occurred the College may report the suspected illegal activity to the police. In relation to staff, this may include termination of employment.



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Staff Guidelines

Social media in relation to staff relates to blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.

- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students unless otherwise agreed to in writing by the principal to ensure specific terms and conditions.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites. Staff are advised to NOT accept ex-students or parents of current students as friends on personal social media sites.
- Staff and student online interaction must occur only in an educational context.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish may be public indefinitely.
- Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values of integrity, innovation and focus
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with Tarneit Senior College then they need to be aware that they are by definition representing the entire school community. Staff should ensure that content associated with them is consistent with their work at the school and the school's values.
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'.