SOCIAL MEDIA POLICY

Definition:
Social media is defined as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, internet websites, internet forums and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, Google+ and Flickr.

Purpose:
Roslyn Primary School recognises that social media technology can serve as a powerful tool to enhance education, communication and learning. This technology can provide both educational and professional benefits, including communication with parents. We are an eSmart school and as such, we promote cybersafety in the school and extended community. We recognise the need for students, staff and parents to be smart, safe and responsible users of digital technologies. The school embraces the benefits of technology and is committed to reducing our communities exposure to cyber-risks (such as cyberbullying, online sexual predation, sexting, identity theft and fraud) when using social media. We request that all members of our community work with us to maintain a safe and responsible environment when using social media. This Social Media Policy provides guidance regarding practices for professional social media communication between our school and our school community.

Implementation:

- All content uploaded to social media must have a clear purpose to support the communication, inclusion and engagement of our school community.
- Advertising content uploaded to social media will align with event sponsorship, advertising agreements, community interest and newsletter content.
- Users of Roslyn Primary School social media must uphold the Roslyn Statement of Values.
- All incidents of cyberbullying or inappropriate use of social media must be referred to the Principal or Social Media Coordinator for investigation.
- Photographs, video or digital images of a student are considered “personal information” and therefore their use and disclosure are governed by the Information Privacy Act 2000 (Vic) (IP Act) and the Information Privacy Principles contained within it. Photographs, video and digital images of students may also contain copyright, and therefore may also be governed by the Copyright Act 1968 (Cth) (Copyright Act). To comply with the IP Act, consent will be required from parents/carers before schools can collect and use student photographs and film.
The school does not provide permission for parents/carers to distribute photographs or film of students at Roslyn Primary School on social media if there are students other than their own children in the image.

Photos of children are not to be posted on the Roslyn Primary School Facebook page or groups. Administration reserves the right to delete any photos that have children in them.

When using social media, administrators will have the ability to accept users to the group; only Roslyn Primary school parents and carers will be accepted as users of private social media.

Older siblings of Roslyn Primary School children will not be accepted as members of the Facebook Groups, and no Facebook user under the age of 18 will be accepted as a member.

The administrators of Roslyn Primary School social media have the right to remove content that is inappropriate, including comments and photos. If members continue to post inappropriate content administration reserves the right to remove a member from the Roslyn Primary School social media platform.

Evaluation:

- This policy will be reviewed with whole staff, student, parent/guardian and community input as part of the school’s three-year review cycle

References:

- eSmart Policy
- Roslyn Statement of Values
- Acceptable Use Agreement

External references: