

Social Media Policy



RATIONALE

Parktone Primary School realises that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this end, the school has developed the following policy to provide direction for employees, students and the school community when participating in social media activities.

Social media activities include, but are not limited to, Facebook, Twitter, LinkedIn, Google+, KIK, Instagram, SMS, YouTube, TikTok, Snapchat, Blogs and other online tools through which people connect and share information.

AIM

To ensure that all members of the school community should behave within and outside of the school in such a manner that the welfare of members of the school community is not adversely impacted upon or reputation of the School is not negatively affected or brought into disrepute.

IMPLEMENTATION

Parktone Primary expects those who are part of the school community, when using Social Media, to show courtesy and respect to others. It should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the school or members of its community.

When using Social Media, members of our community are expected that they:

- Demonstrate appropriate personal and professional boundaries and behaviours.
- Demonstrate good digital citizenship.
- Ensure their online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face.
- Respect the rights, privacy and confidentiality of others.
- Ensure all content published is accurate and not misleading.
- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others.
- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute.

It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

Any breach of this policy will be considered as serious, and will be dealt with on a case by case basis.

It is important that staff, students and parents should be aware that in certain circumstances where a crime has or may have been committed, they may be subjected to a criminal investigation by Police over which the School will have no control

EVALUATION

This policy was last updated in September 2020 and is scheduled for review in 2023.