November 2020

Social Media Policy

PURPOSE

This policy explains the management and use of social media at Camberwell South Primary School.

SCOPE

This policy applies to the use of social media by Camberwell South Primary School ('the School') and its community. It is consistent with:

- The standardised Schools' Privacy Policy from the Department of Education and Training ('the Department').
- The Photographing, Filming and Recording Students Policy developed by the School.
- Victorian privacy law.

DEFINITION

Social media refers to websites and applications that enable users to create and share content or to participate in social networking. Social media may include:

- Social networking sites, such as Facebook, Twitter, LinkedIn and Yammer.
- Video and photo sharing websites, including Instagram, Snapchat and YouTube.
- Blogs – media, corporate and personal – such as WordPress and Edu Blogs.
- Forums, discussion boards and groups, including Google and Facebook groups.
- Wikis and online collaborations, such as Wikipedia.
- Instant messaging, including WhatsApp.

Camberwell South Primary School's social media is limited to the Facebook platform and comprises the following:

- The official Camberwell South Primary School Facebook page.
- The official Camberwell South Primary School Alumni Facebook page.

POLICY

Social media is a popular and powerful online tool for communication. It is an effective way to engage and build stronger connections with a school community. Social media allows a school to showcase students' achievements, provide timely information to parents and promote itself to a wider online audience. It can also help school leaders gain insights about school operations through feedback and suggestions posted online.

Camberwell South Primary School has expanded its communication reach through the use of social media. Social media allows the School to connect more conveniently and quickly with the school community, build school spirit by celebrating its students' achievements and

recording important school events, and provides a useful digital resource for people looking for information on the School (in addition to the website).

This policy establishes a framework for managing, monitoring and moderating the School's social media; establishes protocols for the School when choosing and creating content; and sets out our expectations of the school community when interacting with our social media.

Social Media Management

Our social media platforms will be overseen by the principal or other approved members of the school leadership team. The principal may delegate authority for managing and moderating the school's Alumni page to a nominated parent or alumnus.

When managing our social media platforms, the School will:

- Comply with relevant legislation and Department policies, including in relation to staff conduct, privacy, copyright, information security and child safety.
- Model active engagement in our social media through regular updates.
- Promptly remove photos and other information if requested by a parent.
- Ensure ongoing moderation of the School's social media, inclusive of school holidays.
- Remove content that is more than 18 months old.
- Regularly revisit and remind users of the School's social media protocols.
- Follow the terms and conditions outlined on the social media platform and report breaches or request content removal using the platform's step by step process.

Camberwell South Primary School does not allow "unofficial" social media pages, such as parent or staff-run Facebook pages.

Social Media Moderation

When moderating our social media, Camberwell South Primary School will:

- Remove any inappropriate or offensive comments, and block users if required. Concerns and grievances will be dealt with offline and in accordance with school policy.
- Leave what users share that is relevant or relates to content posted by the School.
- Endeavour to respond in a timely manner to comments that ask questions.

Aside from our posts, comments posted to our social media do not represent the opinions of the School or the Department.

Social Media Protocols for the School

Our social media platforms are an extension of our school. The same standards and expectations of behaviour and conduct we have at school also apply when posting on our social media.

When choosing and creating content for our social media platforms, the School will:

- Model the school philosophy and values in all communications.
- Ensure communications are positive, inclusive and respectful.

- To maintain the privacy of students and their families:
  - Only include first names of students.
  - Ensure students are appropriately attired in photos (for example, approved uniform, no swimwear).
  - Always have parental consent before publishing photos of students. Department policy requires the School to seek the annual consent of parents to collect, use and disclose photographs, films and other recordings of students.
- Adhere to laws around copyright and intellectual property and only use content you are allowed to use.

Social Media Protocols for the School Community

Our social media platforms are an extension of our school. The same standards and expectations of behaviour and conduct we have in our school community also apply when online.

When engaging with our social media platforms, the school community is expected to:

- Know and model the school community philosophy and values in all online communications.
- Build trusting relationships with the School through your online communications. Don't attempt to destroy or harm any content posted by the School.
- Don't film, record or share content from our private learning spaces (such as classroom activities) on publicly viewable sites, including our social media.
- Our social media sites are not for sharing personal or private information, such as internal school discussions or confidential information about students, staff or other members of the school community – keep this kind of information to yourself/private.
- Make sure you only post content you are allowed to use. This means adhering to laws around copyright and intellectual property. Always check and attribute your sources.
- Always log out of shared devices when you are no longer participating in our social media.
- Only share photos of your own child. Make sure you do not identify other children in your posts or by tagging them in photos/images.
- Share your enthusiasm for learning. Be engaged in our social media spaces by commenting and providing brief, constructive feedback. Keep your tone positive, inclusive and respectful.
- Make any grievances or raise concerns directly with the appropriate member of staff. Inappropriate posts will be removed by the social media administrators and users may be blocked.
- Remind others of our protocols, school values and school philosophy, if their contributions are inappropriate.

FURTHER INFORMATION AND RESOURCES

- The Department's Policy and Advisory Library: [Photographing, Filming and Recording Students](#)
- [Schools' Privacy Policy](#)

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Evaluation

A committee of staff (including the principal and/or assistant principal) and the Trading & Operations Sub-committee of School Council will review this policy on a cyclical basis according to the School Council Policy Review Schedule.

Review Cycle

This policy was approved by School Council on [insert date] and is scheduled for review in [insert date].

Ratified by School Council	Yes	Date: November 2020
President		Name: Amanda Read
Staff		Yes

Department of Education Policy Requirements	
Compulsory	No
Type	Operational
Need for School Council Approval	Yes
Need for Trading & Operations Sub-Committee consultation	Yes
Review Cycle	Two Years
Made Publicly Available	Yes