



# St John XXIII School

## Social Media Policy

### **Rationale:**

St John XXIII Catholic Primary School 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, Twitter, Blogs, Wikis, Sites and other online tools through which people connect and share information.

Students at St John XXIII are expected to uphold the values of the School within and without and in all Social Media interactions. Staff, students and parents will not act in such a way that the reputation of St John XXIII could be brought into disrepute, or in a way that harms members of the school community.

Therefore, it is expected St John XXIII staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content or to misrepresent St John XXIII Primary School or any member of the school community.

### **Purpose:**

The purpose of the Social Media Policy is to establish standards of behaviour for the use of Social Media that are consistent with the values and expectations of St John XXIII.

### **Terms:**

**Social Media:** refers to all social networking sites such as Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube and includes emails and mobile devices.

### **Rights and Responsibilities:**

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

### **STUDENT GUIDELINES**

When using Social Media, students are expected to ensure that they:

- are aware of what they are posting online and that Social Media sites and applications are public forums
- do not post content that is hateful, threatening, pornographic, or incites violence against others
- respect the rights and confidentiality of others
- follow St John XXIII code of conduct when writing online
- do not impersonate or falsely represent another person
- be safe online - never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birth dates and pictures
- do not bully, intimidate, abuse or harass or threaten others
- do not make defamatory comments
- do not use offensive or threatening language or resort to personal abuse towards each other or members of the school community
- do not harm the reputation of St John XXIII or those within its community
- do not film, photograph or record members of the school community without permission



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### **PARENT GUIDELINES:**

School blogs and other Social Media tools open up communication between students, parents and teachers. This kind of communication and collaboration can have a large impact on learning at St John XXIII. St John XXIII encourages parents to participate in such activities when appropriate, but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

### **Parents should adhere to the following guidelines:**

- Parents will be asked to sign a consent form for students when teachers set up social media activities for classroom or learning use.
- Parents will not attempt to destroy or harm any information online.
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents are highly encouraged to read and/or participate in social media activities.
- Parents should not distribute any information that might be deemed personal about other students participating in the social media activities. This includes, photographs and videos.
- Parents should not upload or include any information that does not also meet the student guidelines above.
- Parents should not harm the reputation of St John XXIII or those within its community

### **STAFF AND TEACHER GUIDELINES**

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

- Online behaviour should at all times demonstrate a Christ-centered respect for the dignity of each person.
- Social networking sites such as Facebook and Google+ must not be used by staff as a platform for learning activities with students.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff and student online interaction must occur only in an educational context.
- Staff are advised to use professional discretion before accepting ex-students or parents of current students as friends.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- Staff must not post images that include students on social networking sites.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.



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- Staff online behaviour should reflect the same standards of honesty, respect, and consideration that is used face-to-face and should be carried out consistent with the standards applied on school premises and in furtherance of the School's values and ethos.
- When posting to a blog, discussion forum, or Social Media account, staff need to be sure that it is made clear that the information is representative of their own views and opinions. It is not necessarily the views and opinions of St John XXIII. The use of blogs and sites are an extension of the classroom learning therefore should be used appropriately.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with St John XXIII, staff are now connected to colleagues, students, parents and the school community. Staff should ensure that content associated with them is consistent with their work at the School and School's values and ethos.
- Staff should not participate in spreading false or unsubstantiated rumours or false information.
- When contributing online staff should not post confidential student information.
- Before posting videos and photographs of students to any online forum, including Facebook, a blog (that is not related to St John XXIII) or any other media, staff should notify the Principal in advance of posting them. Staff are to let the Principal know what they intend to post, where they intend to post it and the identity of any St John XXIII staff or students depicted in the media. Photographs, videos and other digital content identifying St John XXIII students or their families should not be posted online without prior approval from the Principal.
- Such materials should **only** be posted to social media that provides reasonable protection against general public access and has tools in place to limit access only to identified or invited persons.
- 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'.

### Aim:

St John XXIII aims to protect the safety and wellbeing of students, teachers and the school community. If however, there is a breach of the St John XXIII Social Media Policy the school will undertake disciplinary action and will be dealt with on a case by case basis. These actions include:

- access rights are withdrawn
- student(s) are withdrawn from school activities
- student(s) required to undergo counselling
- parents/guardian to be contacted

Please note: Staff in breach of this policy will incur disciplinary action which may include dismissal in accordance with the CEM guidelines. If parents are in breach of this policy, the police may be contacted.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to Police where St John XXIII is obliged to do so.

As technology changes rapidly, if staff have a concern or question pertaining to Social Media or Social Networking sites, this should be directed to the Principal.