



Social media policy

This policy should be read in conjunction with the following school policies:

- Facebook Policy
- eSmart Policy
- Acceptable use agreement

Rationale

Bunyip Primary School recognises the importance of teachers and parents engaging through social media applications. These applications include, but are not limited to, Facebook, Twitter, and other online tools through which people connect and share information.

All members of the BPS community are expected to uphold the values of the school in all social media interactions. Staff, students and parents will not act in such a way that the image of BPS is brought into disrepute nor in a way that harms members of the school community.

It is expected BPS 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 BPS or any member of the school community.

Aim

The aim of this policy is to set standards of behaviour for the use of social media that are consistent with the values and expectations of BPS.

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

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to police where the school is required to do so.

Definitions:

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social media: refers to all social networking sites. These sites include, but are not limited to, Facebook, Twitter, LinkedIn, Google+, KIK, Instagram, SMS, 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.

Staff will: plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant education authorities.

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.

Staff and teacher guidelines

- Students will be informed about the potential dangers of online social networking, and discuss potentially dangerous behaviours associated with the use of Facebook, Twitter and other similar social media platforms.
- Students will be made aware of cyber-bullying, its impact on others, how to avoid and respond to cyber-bullying, and the legal implications and consequences of cyber-bullying
- The school will provide social networking information evenings for parents and families
- Staff members must not engage in social networks with students other than as part of the educational program. They will not 'friend' students on personal social networks or respond to 'friend' requests
- Staff members must remove photos/video taken on any non-school device, as soon as practicably possible
- If outside use of any social media site impacts on the wellbeing of students at school parents will be informed. Students will undergo restorative practises to resolve the situation and parents will need to meet with the Principal to discuss.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- 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 and ethos.
- If staff identify themselves online as affiliated with Bunyip Primary School 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.

Parent guidelines

- Parents need to be aware that many social media sites have age restrictions that **DO HAVE** implications for their primary aged children. Parents need to monitor their children's online social media activity, and read the terms and conditions of various social media sites and applications their children are interested in using. Parents need to be aware that many of them have age restrictions for their use eg Facebook, Instagram and Gmail are all **restricted to those 13 years of age and above.**
- Parents need to be aware that they are in breach of terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply.

- **Photos taken by parents, at any school event that include students other than their own or staff members, are not to be up-loaded to any social media site or forwarded to any device. School events include, but not limited to, camps, excursions, sports days, parades, etc**
- Parents should remain vigilant in regards to their child's use of social networking and respect the boundaries between home and school in relation to these sites and any issues that may arise

Student guidelines

Any student who needs to bring a communication device to school must hand this device to the classroom teacher at the start of the school day (8.50am). It is the student's responsibility to take care of the device until such time as it is passed over to the teacher. It will be returned to the student at the end of the school day

When using social media, students are expected to ensure that they:

- read and agree to the terms and conditions of various Social media sites as many of them have age restrictions for their use eg Facebook, Instagram and Gmail are all **restricted to those 13 years of age and above.**
- do not post content that is hateful, threatening, pornographic, or incites violence against others
- respect the rights and confidentiality of others
- Remain safe online and never give out personal information. This includes last names, phone numbers, addresses, exact birth dates and pictures.
- do not bully, intimidate abuse, 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 BPS or those within its community
- do not take photos or video of them themselves or other students while at school or at any time while school uniform is being worn
- do not upload video, audio or photographs of any member of the BPS community (student, parents or staff) without seeking and gaining appropriate permission
- do not upload any video or photographs of any student where they can be identified as a BPS student by their uniform or any other means.

Students found to be using the school's technologies or internet services inappropriately for any purpose (including unauthorised or unreasonable use of social networking sites), or breaching this policy can expect to be dealt with in a manner consistent with our Student Code of Conduct.

Evaluation

This policy will be reviewed annually

Ratified by School Council December 2017