



## Social Media Policy

### **Purpose:**

The purpose of the Tailem Bend Primary School social media pages is to provide up to date information that is useful for parents and caregivers in the current and upcoming events of Tailem Bend Primary School.

### **Policy Statement:**

The use of social media websites and applications by organisations as a means of communication has grown rapidly over the last few years. Social media is a legitimate tool for aiding communication and enhancing teaching and development.

The South Australian Department for Education (DfE) endorses and encourages the use of social media.

This policy aims to highlight the opportunities that social media presents for communication and learning, and balance these with the risks that come with the use of any new technology and consideration of the needs of children, particularly vulnerable children.

When making posts online all Tailem Bend Primary School staff must:

- be aware of the specific social media channels and etiquette and understand the views and feelings of the target community
- ensure all material published is respectful of all individuals and the department and/or specific social media site and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a Court Suppression Order, or is otherwise unlawful
- ensure that all content published is accurate and not misleading
- ensure all information posted or comments made on government policy is appropriate to the individual's area of expertise and authority, remains politically neutral and does not breach any confidentiality guidelines and that a person is not the first to make a significant announcement (unless specifically given permission to do so)
- respect copyright laws and attributing work to the original source wherever possible
- protect personal details
- use government branding in accordance with the Government of South Australia branding guidelines
- ensure any young people involved understand the rules of operation of each social media site, and measures are in place to protect them from any potential risks.

### **Roles and Responsibilities:**

#### **Principals/Line Managers/ICT Coordinators:**

- Ensure approval for social media activity from Principal/delegate (site staff) or the Online Communication Services Unit (Central Office and regional office staff)
- Ensure that written consent is obtained before the use of photos/student work is uploaded onto the schools page
- Ensure the IT requirements for establishing social media activities and profiles are in place
- Ensure that staff understand and comply with this policy
- Provide relevant training to teachers and young people who will be using social media
- Ensure protective practices are in place to safeguard teachers and students
- Provide opportunities for staff and students to identify and report offensive online material or behaviour
- Act to quickly remedy issues when they arise and support staff and young people through these processes
- Model best practice social media usage
- Ensure that IT access has appropriate safeguards in place to protect students

### Teaching/children's services staff

- Ensure approval has been granted for social media activity from the Principal/ delegate
- Teach strategies to maintain a positive online presence and protect identity
- Teach children and students how to identify and avoid inappropriate materials
- Ensure that the site conforms with State Office branding standards and clearly identifies your site

### Children and young people

- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community
- Apply cyber-safety strategies and instructions when using social media

### Parents/Caregivers

- Avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community
- Permission will need to be obtained before using photos involving Taillem Bend Primary School students
- Apply cyber-safety strategies and instructions when using social media

### All users

- Avoid the use of negative comments or naming of Taillem Bend Primary School, students or staff that will impact on their safety or wellbeing

## DEFINITIONS

### Social Media

Social media (sometimes referred to as 'social networking') are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new and innovative social media sites being developed almost every day. Staff can determine what social media platform adds value to their particular need. This list is provided as a guide to the types of social media currently available:

*Social networking sites:* are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends eg, Facebook, Edmodo, Myspace, LinkedIn, Yammer)

- *Video, audio and photo sharing websites:* are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over eg, Flickr, YouTube, iTunes U, Vimeo, SoundCloud
- *Blog:* A blog (short for web log) is a kind of online diary, where you regularly post about your life, your passions, business, news or other interests. It is a way of having your own space in the virtual world eg, WordPress, Blogger
- *Microblogging apps:* are websites that post micro-blog like posts to announce what you are currently doing eg, Twitter, Yammer, Tumblr
- *Location-based apps:* (also known as *Geolocation*) are applications with the capability to detect and record where you and other people are located
- *Wikis:* are websites where users create, edit and share information about a particular subject or topic eg, Wikipedia, Wikispaces
- *Online gaming:* are games played over some form of computer network and are often based around a community of users eg, Steam
- *News aggregation:* news aggregators provide a list of the latest news stories published by users from a range of different web sites eg, Digg

- *Ning*: an online platform for people and organisations to create custom social networks around specific interests. Ning offers the ability to create an invited closed community website with a customised appearance and feel, feature sets such as forums, blogs, photos, and videos
- *Forums or message boards*: are online discussion sites where people can hold conversations in the form of posted messages
- *Online multiplayer gaming platforms*: are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (eg, World of Warcraft).