



Social Media Usage Policy

RATIONALE

Immanuel Primary School realises that life in the 21st century requires adapting to changing methods of communication.

Our School has policies and procedures for appropriate use of Social Media for staff and students. As part of the school community, parents of Immanuel Primary School also have a responsibility to engage appropriately with Social Media that is linked to the school. To this end, Immanuel Primary School has developed the following guidelines to provide direction for parents when using social media.

Immanuel Primary School encourages parents to set and maintain high ethical standards in their use of social networking. We ask that you be respectful of the opinions of others. Your posts and comments should help build and support the school community. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you use face-to-face, and be in accordance with the Christian ethos of our school.

Remember your role as a model for good digital citizenship to your children.

PURPOSES:

The purpose of Immanuel Primary School using social media is to:

- Provide up to date information that is useful for parents and caregivers about current and upcoming events;
- Share and communicate stories, current events, news and achievements with the community;
- Engage with community members, potential members and other stakeholders providing useful information and resources;
- Enhance communications with community member and others, building relationships.

AIMS OF THIS POLICY:

The Immanuel Primary School Social Media Usage Policy will:

- Inform students, staff, volunteers and contractors of regulations relating to social media use at Immanuel Primary School;
- Promote respectful relationships;
- Ensure the highest level of duty of care for all staff and students.

DEFINITIONS

For the purposes of this policy, social media refers to all social networking sites, services and tools used for creating, publishing, sharing and discussing information.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking.

<http://www.oxforddictionaries.com/definition/english/social-media>

Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to ones' own.

<http://www.oxforddictionaries.com/definition/english/social-networking>

Social media applications or websites relevant to a school context include but are not limited to: Facebook, Google+, Twitter, LinkedIn, Instagram, Snapchat, instant messaging, Youtube, Geddup, Edmodo, forums, message boards and all blog or wiki sites.

'Staff' refers to any person employed in any capacity by Immanuel Primary School.

'School' or 'the school' refers to Immanuel Primary School.

Individual Accountability:

Immanuel Primary School parents are personally responsible for the content that they post, share and respond to online. When posting online, all information is considered representative of your views and opinions and not those of Immanuel Primary School.

Confidential Information:

Online postings and conversations are not private. Do not share confidential information, internal School discussions, or specific information about students, staff or other parents.

School Logos:

Do not use any School logo or image without permission. If you wish to promote a specific Immanuel Primary School activity or event, please contact the Principal or Assistant Principals for permission or provide a link to the official Immanuel Primary School Facebook page or Website.

Staff-Parent Relations:

We recognise that many members of our community are both staff members as well as parents or past parents. With this in mind, we ask that parents join the social networking site of teachers and staff with discretion. Keep in mind that as per Australian Government Guidelines, staff members are not required to accept invitations from parents, and are not permitted to 'friend' any students. Parents should respect each individual staff member's personal preferences concerning their social networks. You should never discuss sensitive School matters with staff or

other parents using Facebook, blogs and other social media outlets.

Guidelines for Acceptable Behaviour on Social Networks

Privacy:

When posting, even on the strictest settings, parents should act on the assumption that all postings are in the public domain.

School Values:

Immanuel Primary School encourages parents to set and maintain high ethical standards in their use of social networking. Staff, parents, and students reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Your posts and comments should help build and support the School community. Do not comment on nor forward unsupported information, e.g. rumours.

Inappropriate Content:

Even though you are of legal age, consider carefully what you post through comments and photos regarding alcohol and other age-restricted activities. Do not use ethnic slurs, innuendos or any other inappropriate content. Do not use profane or threatening language.

COMPLIANCE/ BREACH OF THIS POLICY

The School will always try to deal with concerns raised by parents in a professional and appropriate manner and understands that parents may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the School will usually discuss the matter with the parent to try and resolve the matter and to ask that the relevant information be removed from the social networking site in question. If the parent refuses to do this and continues to use social networking sites in a manner the School considers inappropriate, the School will consider taking further action.

Evaluation

Due to the ever-changing nature of the social media world, it is recommended that this policy be reviewed at least every two years.