



Social Media Policy and Procedures

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1. Context

Social media can be a powerful tool to facilitate and enhance communication and learning, as well as build connected communities. Social media refers to a range of online platforms and applications – such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards – that allow people to easily publish, share and discuss content.

This policy should be read and interpreted in conjunction with:

- Code of Conduct Policy
- Protecting and Supporting Children and Young Persons Policy
- Privacy and Personal Information Protection Act 1998

2. Legislative Provisions

Privacy and Personal Information Protection Act 1998

<http://www.ipc.nsw.gov.au/ppip-act>

3. Official Use of Social Media

3.1 Staff should engage in personal or professional conduct that upholds the reputation of our community language school as per the *Code of Conduct Policy* when engaging in official and professional social media use.

3.2 Staff should follow the *Protecting and Supporting Children and Young People Policy* when engaging in official and professional social media use.

3.3 All content on official accounts must be visible to the executive members of our community language school. Staff must not create accounts that cannot be monitored.

3.4 When personal devices such as mobile phones or cameras are used to take photos of students for social media purposes, please delete said photos from the device within one week from the time of uploading. Do not store photos of students on your personal device.

4. Personal Use of Social Media

4.1 Staff should be aware that they could be identified as an employee of our community language school from their online activities. For this reason, staff should not post about their work, colleagues, students or official information for the work-related purpose it was intended. Any identifiable information can be deemed a breach of privacy

4.2 Staff should be mindful of time spent engaging on personal social media while at work.

5. Permission and Consent

5.1 We must seek parental consent, via an opt-in form to publish any identifying information such as full name or image, about any student within any social channel. Consent forms should include how the social media channel will be used for educational purposes and must explicitly describe:

- Which social networks will be used;
- The purpose for the social media account;
- How the interactions will be monitored;
- Who will monitor and moderate interactions;
- The duration of the account, for example, when the social media account will be removed;
- The rules of engagement relating to the use of the social media account;
- Who they can contact if they want to view the personal information or make changes.

5.2 We should provide parents/guardians with information explaining how the social media platform works.

5.3 We should advise parents/guardians that they are able to withdraw this consent at any time and have robust procedures to support this ensuring that no further publications are made after the date that consent is withdrawn.

5.4 Opt-out forms: Once the permission to publish form has been signed by parents, we can send out an opt-out form the following year, instead of re-sending the permission to publish form. The opt-out form allows parents to revoke their permission to publish, should their situation have changed. If no changes, the form assumes continued consent to publish for another year. The process can be repeated each year, but only where a permission to publish form has been signed in the first place.

5.5 We should develop procedures to manage the risks of publishing any identifying information about students, particularly where parental/guardian consent has not been obtained.

6. Risk Management

6.1 When establishing official social media accounts, staff should consider the intended audience for the account as well as the level of privacy assigned to the account. They should pay particular attention to whether the account should be a private or public network.

6.2 Administrators should choose an account structure which does not require staff/teacher or students to friend or directly message each other. For example, a Facebook group creates a common space for all members to participate, without requiring private or direct messages between the staff/teacher and students. Nor does it require students to friend or follow each other or the teacher. Facebook also allows further groups to be set up within the original school group to create a community. There is no minimum number of participants required in a group, meaning this format can be used for one-one communication as well as larger groups.

6.3 At least two staff members must have administration rights to the page or group.

6.4 Social media networks change their default privacy settings often. Staff need to regularly check the settings on their own accounts to keep personal information separate and hidden from public view.

6.5 All social media account passwords should be strong passwords. A password is strong if it:

- Contains at least eight characters;
- Does not contain your user name, real name, or company name;
- Does not contain a complete word;
- Is significantly different from previous passwords;
- Contains characters from each of the following four categories: uppercase letters, lowercase letters, numbers and symbols.

Media Consent Form for use by AL JAAFARIA SOCIETY

OPT-IN

1 STUDENT DETAILS

Student's name:

Date of birth:

School:

Year group:

2 PHOTOGRAPHIC/VIDEO/AUDIO/COMMUNICATION RELEASE I (parent/caregiver) of the above-named student ('the student') authorise <insert name of community language school> Incorporated to take and use photographs, video or sound recording and any reproductions or adaptations of the student's likeness ('the material'), either in full or part, in conjunction with any wording or drawings, in any publication, production and presentation. This includes electronic publications on the internet.

YES NO

Note: students will not be identified by name. (without additional consent)

I also consent to the above material being used for promotional purposes in the media. YES NO

Note: students will not be identified by name. (without additional consent)

I acknowledge that neither I/we nor the student has any commercial rights in any <insert name of community language school> publication, production or presentation which includes the material.

I/we understand that this material will not be provided to any third party, other than as set out in this document, without our/my express consent.

Full name of student:

Signature of student (required for Secondary college):

Full name of student's parent/guardian:

Signature of student's parent/guardian:

Address:

Telephone: (H) (W) (M)

3 WHAT HAPPENS TO THE CONSENT FORM ONCE IT IS FILLED OUT AND SIGNED? The consent form will be placed on file at <insert name of community language school>. If requested, a photocopy of the form will be made available to the student and/or the student's parent/guardian.

Should you require any further information, please contact <insert name of community language school>

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OPT-OUT

I. Posting of Student Work or Images

_____ I **DO NOT** give permission for the below named student's work, photograph, video image, and/or recorded statement(s) to be posted on websites, social media pages, and/or other electronic media in order to highlight student achievement, portray examples of educational experiences, etc.

II. Media Opt Out

_____ I **DO NOT** give permission for my child to be photographed or filmed by the media outlets or other organisations for use in print, television, film or Internet publications.

Full name of student:

Signature of student (required for Secondary college):

Full name of student's parent/guardian:

Signature of student's parent/guardian:

Address:

Telephone: (H) (W) (M)