



YEA PRIMARY SCHOOL

Social Media Policy

Objectives - Policy statement

Yea Primary School and its employees' participate in social media online applications such as social networking sites ie. Facebook, Website, wikis, blogs, micro blogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.

Elements of the using Social Media: guide for DEECD employees in schools

This table lists the key components of the using Social Media Guide.

Item	Description
Definition of social media	<p>Provides definitions of social media including:</p> <ul style="list-style-type: none">▪ Social networking sites (e.g. Facebook, LinkedIn, Myspace)▪ Video and photo sharing web sites (e.g. Flickr, Youtube)▪ Blogs, including corporate blogs and personal blogs▪ Micro-blogs (e.g. Twitter)▪ Forums, discussion boards and groups (e.g. Google groups, Whirlpool)▪ Wikis (e.g. Wikipedia)▪ Vod and podcasts▪ Video conferences and web conferences▪ e-mail and instant messaging. <p>Social media also includes all other emerging electronic/digital communication applications.</p>

Social media provides an opportunity to:

- engage and interact with our various audiences such as parents, students, staff and the wider community
- improve and increase staff expertise and confidence.

The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with the department. The department will enforce these five standards as and when appropriate:

- Always follow relevant department policies including the Code of Conduct.
- Do not act unlawfully (such as breaching copyright) when using social media.
- Make sure your personal online activities do not interfere with the performance of your job.
- Be clear that your personal views are yours, and not necessarily the views of the department.
- Do not disclose confidential information obtained through work.



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Audience and applicability

The terms and conditions contained in this policy document apply to all Yea Primary School employees and all casual, temporary and contract staff.

This policy should be read and interpreted in conjunction with:

- Using Social Media: Guide for DEECD Employees in Schools
- Public Administrations Act 2004 (Vic) and the VPS Code of Conduct made under that Act, which applies to the *public sector*;
- Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the *teaching service*;
- Information Privacy Act 2000;
- Relevant policy including the Acceptable Use Policy for the Department's ICT Resources and Professional Codes of Conduct such as the Victorian Teaching Profession Code of Conduct.

Responsibilities and delegations

The principal is required to ensure this policy is understood by staff working within the school.

Monitoring, evaluation and reporting requirements

The principal is responsible for monitoring and evaluating the effectiveness of the policy

Social Media Guidelines

Social media is a group of online applications such as social networking sites, Facebook, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at Yea Primary recognise the importance and potential positives of participating in these conversations and are aware of the fact that such comments may be public and potentially permanent. The following guidelines are designed to support staff as they engage in any conversations.

- Staff are to ensure that they follow relevant department policies including the Code of Conduct and ensure that they follow the terms and conditions for any third-party sites.
- Staff are to be aware that their role with the department creates an association between what is said online and the department itself. Staff are to ensure that content published is consistent with their work and DEECD professional standards.
- Staff are to ensure that their personal online activities don't interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback.
- Staff should adhere to the department's social media policy and guidelines.
- Personal accounts may not be listed or cross promoted on department platforms unless approved by the Principal.



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Facebook and Webpage

Yea Primary School aims to improve its coverage of events, excursions and day to day workings at the School for the wider community. In doing so the School undertakes the management and integration of Facebook and the Schools webpage into the communication system of the School. In order to maintain consistency and coherence of communication available for the wider School community Yea Primary School undertakes the following:

- The Schools Facebook account will be overseen by the Principal and managed by selected staff at Yea Primary School. Only the identified staff members will have access to the Facebook account.

Facebook will be utilised only as a news dissemination tool and no conversations or direct posts will be responded to.

- It is the responsibility of the staff member in charge of the account to monitor the newsfeed throughout the day and, if any inappropriate content/comments are made then that staff member is to notify the Principal once the comment has been removed.
- Any account posting content/comments that are in breach of this policy or any contextual policies noted within will be reported to Facebook as abusive and in severe cases the police contacted
- Yea Primary School's Facebook account remains the property of the school and as such will only ever be utilised to publish school related content
- No post will contain student's full names.
- Only students that have signed consent from their parents/guardians will be allowed to be displayed on Facebook or the Webpage.

Yea Primary School is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness.

Date Ratified at School Council _____ Principal signature _____

S.C. President signature _____ Next Review Date _____