



ST. COLUMBA'S CATHOLIC PRIMARY SCHOOL

ST. COLUMBA'S CATHOLIC PRIMARY SCHOOL SOCIAL MEDIA POLICY

Rationale

St. Columba's Catholic Primary School recognises the importance of staff, students and parents engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Twitter, Blogs, and other online tools through which people connect and share information.

All members of the St. Columba's School 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 St. Columba's Catholic Primary School is brought into disrepute nor in a way that harms members of the school community.

Therefore, it is expected St. Columba's Catholic Primary School's staff, students and parents use Social Media associated with the school in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content or to misrepresent St. Columba's Catholic Primary School or any member of the school community.

Aims

The aim of the Social Media Policy is to set standards of behaviour for the use of Social Media that are consistent with the values and expectations of St. Columba's School. St. Columba's Catholic Primary School aims to protect the safety and wellbeing of students, staff and the school community. If, however, there is a breach of the St. Columba's Primary School's Social Media Policy the school will undertake disciplinary action and will deal with each matter 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.

Please see Appendix 1 for St. Columba's Facebook Page Etiquette.

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.

Please see Appendix 2 for more detailed definitions.

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.

STUDENT GUIDELINES

St Columba's students are not able to use Social Media sites that are for use by students 13 years and above.

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.
- Are aware of what they are posting online and that Social Media sites and applications are public forums.
- Are not permitted to join a staff member area on networking sites. If students attempt to do this, the member of staff is to refuse the student access and inform the Principal. The student's parents will be informed if this happens.
- Will not access social networking sites during the school working day without permission from a member of the school teaching staff.
- Respect the rights and confidentiality of others.
- Do not impersonate or falsely represent another person.
- 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 St. Columba's Catholic Primary School or those within its community
- Do not upload video, audio or photographs of any member of the St. Columba's 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 St. Columba's student by their uniform or any other means.

PARENT GUIDELINES

Social Media tools open up communication between students, parents and teachers. This kind of communication and collaboration can impact learning at St. Columba's Catholic Primary School. The school encourages parents to participate in such activities when appropriate but requests that parents act responsibly and respectfully at all times on the understanding that their conduct not only reflects on the school community, but that their online behaviour is a model for our students as well.

Parents should adhere to the following guidelines.

- 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.
- Parents will not be able to author a posting or upload media (photos and videos) of their own.
- Online postings and conversations are not private. Do not share confidential information, internal school discussions, or specific information about students, staff or other parents.
- Parents will be asked to sign a consent form for students if teachers set up social media activities for classroom for learning use.
- Parents will not attempt to destroy or harm any information online.
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents are highly encouraged to read and/or participate in social media activities. Parents should not distribute any information that might be deemed personal about other students participating in the social media activities. This includes photographs.
- Parents should not upload or include any information that does not also meet the school guidelines above.
- Parents should not participate in spreading false or unsubstantiated rumours or false information in regards to the St. Columba's School Community and its members.
- Parents assisting with classroom activities **should not make use of social media sites** while involved in such activities.

STAFF AND TEACHER GUIDELINES

Social Media in relation to staff and teacher relates to Facebook, blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.

- Online behavior should at all times demonstrate a Christ-centered respect for the dignity of each person.
- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff and student online interaction must occur only in an educational context.
- Staff are advised to NOT accept ex-students or parents of current students as friends on personal Social Media sites
- Staff operate under CEWA's Code of Conduct. The Code of Conduct states that they are to maintain a professional relationship with students and parents, and to be mindful of social interaction. Please do not seek to friend our staff.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.
- 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.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with St. Columba's Catholic 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 and ethos.
- Staff should not participate in spreading false or unsubstantiated rumours or false information in regards to the St. Columba's School Community and its members.
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'.
- We acknowledge that technology changes rapidly. If any member of the St. Columba's School Community has a concern or question pertaining to Social Media or Social Networking sites, this should be directed to the Principal.
- Parents, students or staff who have a complaint or issue arising from Social Media should contact the Principal.

MANAGEMENT OF SCHOOL SOCIAL MEDIA ACCOUNTS

- The School Leadership Team will manage the School Social Media sites.
- Will not identify individual students on school sites.
- Will seek parent/care permission before photos of students are uploaded to school social media sites.
- Will monitor school social media sites on a regular basis.
- Will remove any inappropriate comments, or if uploads are considered illegal, report any infringements to the appropriate authorities.
- The School Leadership Team will be responsible for responding to any media contact concerning content on school social media sites.

This policy will be reviewed as part of the school's policy review cycle. It will be reviewed by School Leadership Team in 2019.

APPENDIX 1

St. Columba's Catholic Primary School Facebook Page Etiquette

- St. Columba's purpose is to use Facebook to connect and communicate with the members of our school community. Content from school activities and events will be available for families to view and keep abreast of what is happening at St Columba's.
- Users interacting with the St. Columba's Catholic Primary School Facebook page, by either liking or commenting on posts, must do so using a Facebook account that clearly identifies themselves by their real name. People under the age of 13 years are prohibited by Facebook's Terms and Conditions from creating an account. Therefore, St. Columba's Catholic Primary School Facebook page is a forum for adults only.
- Issues involving students, staff or members of the parent community must not be communicated via Facebook. When issues are raised, the school is happy to follow up. St. Columba's will not support any interactions that are negative. The names of students, staff or any other members of the parent community are not to be used in comments posted. St. Columba's reserve the right to block access to any individuals who do not follow the school policy. If there is a perceived issue on Facebook, please communicate your concerns to the school leadership team.
- Users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking the 'like' button. Users will not be able to author a posting or upload media (photos and videos) of their own.
- Staff operate under CEWA's Code of Conduct. The Code of Conduct states that they are to maintain a professional relationship with students and parents, and to be mindful of social interaction. Please do not seek to friend our staff.
- St. Columba's Catholic Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's block list.
- St. Columba's Catholic Primary School maintains the right to ban any user from interacting with its Facebook page for not following the school's social media policy or Facebook etiquette. St. Columba's Catholic Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

APPENDIX 2

Definitions

Social Media

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.

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, 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

Nnews 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

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).