



HEATHFIELD
HIGH SCHOOL

SOCIAL MEDIA POLICY AND GUIDELINES

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The use of social media websites and applications by organisations as a means of communication has grown rapidly over the last few years. Heathfield High School acknowledges that the use of social media is a legitimate tool for aiding communication and enhancing teaching and development and that such media is commonly used by members of the Heathfield High School community to express their views, comments, ideas and criticism on a range of issues. Heathfield High School expects those community members, when using social media, to show courtesy and respect to all others and not use such media to abuse others, expose them to offensive or inappropriate content or to denigrate or disrespect Heathfield High School.

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

AREA OF CONCERN

Purpose

The intention of this policy is to establish a culture of transparency, trust and integrity in social media activities and to encourage the integration of social media into our teaching and learning environments.

The accompanying Social Media Policy and Guidelines provides the practical implications of introducing and managing social media platforms. It also provides some information that may be useful for staff to help children and young people in the application and safe use of social media.

The purpose of this policy is to set standards of behaviour for the use of social media when it concerns Heathfield High School and those within its community. While the policy focuses on our community, we encourage all to adopt the same response in the use of social media in all interactions with others.

Scope

This policy applies to all Heathfield High School staff who use a social media platform in their professional capacity. It has been developed to assist staff members to use social media to:

- engage internally with staff or with the wider community as a communications tool
- showcase children and students' work
- integrate with, and facilitate teaching and learning
- administer social media platforms in an authorised capacity, or make contributions in a professional or personal capacity on education-related issues

Details

Designated staff at Heathfield High School are given administration rights, which allows them to control the use of social media while ensuring that appropriate safeguards are in place, to the best of their abilities.

When using, setting and maintaining the establishment of social media, members of our community are expected to ensure they follow and adhere to departmental policies: ICT Standard – Acceptable use policies for schools, preschools and children's services sites and ICT security.

When posting online Heathfield High School administration delegates 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 comment made on government policy is appropriate to the individual's area of expertise and remain politically neutral and not breach any confidentiality guidelines for a person who has the right to be 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, however, names can be included in posts if appropriate consent is given.
- 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.

Staff may use the Government's name to endorse companies, products, opinions or causes only where official endorsement already exists. For guidance on this issue, please refer to the DPC Circular 023: Private Sector Endorsements on Government Public Communications. If staff notice inappropriate or unlawful online content relating to the department, or content published in breach of this policy, this should be reported to the Online Communication Services Unit via email (DECDintra@sa.gov.au) or by phone 8226 2068.

Incorporating new and emerging media into development and learning is important to enable our young people to learn how to navigate their global community. Staff members have an obligation when introducing young people to any new media to ensure, to the best of their abilities, that their safety is protected. When introducing social media site's leaders need to set up processes which enable discussions and strategies to help young people use social networking tools effectively and safely. Processes need to ensure that the needs of vulnerable children, including those children in State care are appropriately addressed.

Staff members are responsible for maintaining a professional role with students. This means establishing clear professional boundaries with students that serve to protect everyone from misunderstandings or a violation of professional relationships. Protective Practices for Staff and Their Interactions with Children and Young People (2011) contains examples which will assist departmental staff in establishing and maintaining appropriate boundaries. Most importantly, teachers must not have young people in their education community as 'friends' on their personal/private sites. However, wherever possible, it is appropriate to build a social media presence (eg, Facebook) for the site, or the classroom, or the subject within the class, and then set rules and guidelines about its use and monitor its content. It is advisable to set up class groups as closed groups, so that permission needs to be given by the page administrator to gain access.

Cyber-safety: "Keeping Children Safe in a Connected World" provides guidelines to assist leaders, educators and parents to promote learning, protection and safety.

ROLES AND RESPONSIBILITIES

The school community is expected to show respect to each other and to the reputation and good name of the school.

Social Media Delegate

- Ensure approval for social media activity from Principal
- Ensure the ICT requirements for establishing social media activities and profiles are in place
- Ensure cyber-safety use agreements are in place for all staff and students 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 ICT access has appropriate safeguards in place to protect students

Staff

- Ensure approval has been granted for social media activity from the relevant administration delegates
- Teach strategies to maintain a positive online presence and protect identity
- Teach students how to identify and avoid inappropriate materials

Students

- Follow the Cyber-safety/ ICT use agreement of the school
- 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

IMPLEMENTATION OF SOCIAL MEDIA PAGES

Raising Issues:

- Heathfield High School would like to be alerted to issues concerning its social media pages, but does wish to remind the community that some things are best dealt with privately
- The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes
- Issues involving any of the students or staff MUST NOT be raised on social media pages

DEFINITIONS

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.

Types of social media currently available:

- Social networking sites: Websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends e.g. Facebook, Edmodo, Myspace, LinkedIn, Yammer
- Video, audio and photo sharing websites: Sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over e.g. Flickr, YouTube, iTunes U, Vimeo, Sound Cloud
- 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 e.g., WordPress, Blogger
- Microblogging apps: Websites that post micro-blog-like posts to announce what you are currently doing e.g. Twitter, Yammer, Tumblr
- Location-based apps (also known as Geolocation): Applications with the capability to detect and record where you, and other people, are located
- Wikis: Websites where users create, edit and share information about a particular subject or topic e.g. Wikipedia, Wikispaces
- Online gaming: Games played over a computer network and are often based around a community of users e.g. Steam
- Forums or message boards: Online discussion sites where people can hold conversations in the form of posted messages