Social Media Policy

Contents

Policy Title	Social Media
Ratified by Leadership	November 2021
Date Due For Review	November 2023

1. Purpose

The purpose of this policy is to provide all members of the St Columba College community including staff, students, volunteers and contractors with clear information about how to conduct themselves when using Social Media. The aim is to provide a framework for all involved to benefit through the successful use of Social Media, whilst ensuring the reputation and interests of the College are protected.

St Columba College embraces the use of Social Media as a useful communication tool and expects all, students, staff and community members to utilise Social Media in a manner consistent with College policies, legal requirements, mandated child protection guidelines, acceptable behaviour expectations and common courtesy.

2. Scope

This Social Media Policy applies to all members of the St Columba College Community including staff, students, volunteers and contractors who use one or more Social Media platforms on or off College premises in a professional or personal capacity.

3. Protocol for Staff - Teachers, Educational Support Officers (ESOs)

- Ensure all staff, students and volunteers understand and comply with this policy.

- Adhere to appropriate cyber-safety processes and not post material which is offensive, hateful, threatening, defamatory, sexist, racist or unlawful.

- Ensure that responses made in official capacity are done with the necessary authority.

- Act where delegated by the Principal as an authorised representative of the College to administer Social Media pages linked to St Columba College.

- Ensure that current or recent graduates of St Columba College are not "friends" on their personal profiles, Facebook or social media sites.

- Ensure all material posted is appropriate, accurate, and respectful of all individuals or groups.

- Ensure all material posted is not offensive or unlawful.

- Maintain confidentiality in regard to private and personal information relating to students, staff, Council members and parent community.

- Act in a way that upholds the reputation and brand of St Columba College, its staff, students or community members.

- Record and report offensive or inappropriate behaviour and/or content to the College Leadership Team.

- Raise any concerns relating to social media to the College Leadership Team to ensure an appropriate resolution.

4. Protocols for Students

- Understand and abide by the ICT Acceptable Use and Social Media Policy of St Columba College.

- 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

- Adhere to appropriate cyber-safety processes and not post material which is offensive, hateful, threatening, defamatory, sexist, racist or unlawful.

- Must not create Social Media pages which are, or appear to be linked to St Columba College without prior authorisation from the Director of Marketing or Principal and if authorised, the page must have a member of the St Columba College Marketing Team as an administrator of the page.

- Report any inappropriate use of social media to Head of School.

5. **Protocols for Parents and Caregivers**
   - Support this Policy, guidelines and procedures.

   - Maintain open and supportive levels of communication with school leaders and other College staff when addressing issues.

   - Use appropriate channels of communication in resolving all issues.

   - Display respectful relationships in all dealings with College staff, parents and students.

   - Adhere to appropriate cyber-safety processes and not post material which is offensive, hateful, threatening, defamatory, sexist, racist or unlawful.

   - Must not create Social Media pages which are or appear to be linked to St Columba College without prior authorisation from the Director of Marketing and if authorised, the page must have a member of the St Columba College Marketing Team as an administrator of the page.

6. **Examples of Inappropriate Content in Social Media**
   Inappropriate content may include, but is not limited to:
   - Pornographic material/ images.

   - Abusive, offensive language or threats.

   - Bullying, harassing, libellous or defamatory comments.

   - Staff with past or present students on their personal social media pages.

   - Offensive comments regarding race, religion, sexual orientation, physical characteristics, gender, ability, disability and economic status.

   - Personal and/or cultural attacks or insults.

   - Content that promotes hate of any kind.

   - Unauthorised copyright material.

   - Impersonating by using another person's online profile to access social networking or creating an alias.

   - Content that is detrimental in any way including personal political views.

   - Any content which is damaging to the reputation of the College, its staff or community members.

7. **Breach of Policy**
   The College will investigate matters that have breached the appropriate issue of Social Media and take the necessary actions as required.

8. **Related Polices**
   - St Columba College ICT Acceptable Use Policy

   - St Columba College Student Personal Responsibility Policy

   - St Columba College Privacy Statement

9. **Further Assistance**
   Any staff member, student or parent/caregiver who requires assistance in understanding this Policy should consult her/his Head of School in the first instance. Should further advice be needed, she/he should contact the Principal.