



SOCIAL MEDIA POLICY

PURPOSE

The purpose of the Millicent High School social media page is to: Provide up to date information that is useful for parents, caregivers and students of current and upcoming events. It will also be used to connect with old scholars and the wider community.

POLICY STATEMENT

The use of social media websites and applications by organisations as a means of communication has grown rapidly over the last few years. Social media is a legitimate tool for aiding communication and enhancing teaching and development.

The South Australian Department for Education and Child Development (DECD) endorses and encourages the use of social media. This policy aims to raise the opportunities that social media presents for communication and learning. It balances these with the risks that come with the use of any new technology and considers of the needs of children, particularly vulnerable children.

IMPLEMENTATION

Raising Issues:

Millicent High School is happy to be alerted to issues via its Facebook page 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 in the Facebook page. When issues are raised we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

When can I use Names in Posts?

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school community we all want.

How to Interact with the Facebook Page:

Initially, 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 on the like button. Users will only be able to author a posting of their own or load media such as video or photos, after approval from an administration delegate.

Underage Facebook Users:

Millicent High School does not endorse children, under 13 years of age (an age threshold imposed by Facebook), having their own Facebook account. We encourage parental supervision while children view and contribute to content on our Schools Facebook page. We believe our community's conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Moderation and Blocklisting:

Millicent High 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 blocklist. Actions resulting in breaches to this policy may include prohibiting a user from interacting with the school's Facebook page.

The Law and Facebook's Terms:

The Millicent High School Facebook page operates under the [Commonwealth Telecommunications Act](#) and Facebook's Terms.

POLICY DETAILS

Only 4 staff members at Millicent High School have been 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 setting and maintaining the establishment of social media the following departmental policies must be adhered to: [ICT Standard – Acceptable use policies for schools, preschools and children's services sites and ICT security](#). Our ICT Acceptable use policy reinforces to users the type of behaviours that are appropriate whilst using departmental ICT facilities and services. When posting online Millicent High School admin 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 authority remains politically neutral and does not breach any confidentiality guidelines and that a person is not 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 written or verbal 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.

Departmental 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 (DECDintraweb@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 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

Facebook Administration Delegates:

- Ensure approval for social media activity from principal/director (site staff) or the Online Communication Services Unit (Central Office and regional office staff)
- 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
- Ensure cyber-safety use agreements are in place for all staff and students
- 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

MHS 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

Young People:

- Follow the cyber-safety 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

DEFINITIONS

Social Media

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.

This list is provided as a guide to the 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 eg, 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 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:** Websites that post micro-blog like posts to announce what you are currently doing eg, 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 eg, Wikipedia, Wikispaces
- **Online gaming:** Games played over some form of computer network and are often based around a community of users eg, Steam
- **News aggregation:** News aggregators provide a list of the latest news stories published by users from a range of different web sites eg, Reddit
- **Forums or message boards:** Online discussion sites where people can hold conversations in the form of posted messages
- **Online multiplayer gaming platforms:** 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).

POLICY REVIEW

Millicent High School's Social Media policy will be reviewed bi-annually. *Next review 2017.*

CONTACTS

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