

Social Media Policy Marymount Primary School



Introduction

Marymount Primary School realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this end, the school has developed the following policy to provide direction for employees, students and the school community when participating in social media activities.

The school accepts that the use of Social Media can be an effective business and social tool and that such media is commonly used by members of the Marymount Primary community to express their views, comments, and ideas on a whole range of issues.

However, it is expected that all members of the school community should behave within and outside of the school in such a manner that the welfare of members of the school community is not adversely impacted upon or reputation of the School is not negatively affected or brought into disrepute.

Marymount Primary expects those who are part of the school community, when using Social Media, to show courtesy and respect to others. It should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the school or members of its community.

The purpose of this policy is to set standards of behaviour for the use of Social Media that are consistent with the broader values and expectations of the Marymount Primary community. It is about creating an atmosphere of trust and individual accountability.

Definitions

Social Media – refers to all social networking sites such as, but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, Chat-rooms and Myspace.

Scope

This policy applies to the School community: staff, students and parents.

Rights and Responsibilities

A community can only function effectively when all members afford and treat each other with respect. Members of the school community are expected to give respect to others and the reputation and good name of the School.

This policy is not intended to discourage nor unduly limit a person's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in our community or the school through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the Catholic Ethos of the school.

When using Social Media, members of our community are expected that they:

- Demonstrate appropriate personal and professional boundaries and behaviours
- Demonstrate good digital citizenship
- Ensure their online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face,
- Respect the rights, privacy and confidentiality of others
- Ensure all content published is accurate and not misleading
- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others
- Think before they post
- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute

It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

Breach of this Policy

A breach of this policy may also involve a breach of other Marymount Primary policies, such as, but not limited to:

- ICT Acceptable Use Policy
- Student and Parent Code of Conduct
- Staff Code of Ethics
- QCT Professional Standards
- Privacy Policy

If an employee comes across negative remarks about the School and/or its operations online, they are required to pass these onto the School.

Any breach of this policy will be considered by the Leadership Team as serious, and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated and may result in a notification to Police.

Student sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or exclusion from the School.

Parents who breach this policy may be asked to withdraw their child from the School in cases which adversely reflect on Marymount Primary.

It is important that staff, students and parents should be aware that in certain circumstances where a crime has or may have been committed, they may be subjected to a criminal investigation by Police over which the School will have no control.

Acknowledgement:

Melbourne Girls Grammar School Social Media Policy