



## Purpose

Monivae College acknowledges the rapidly growing use of social media by staff and students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating, and promoting the school.

Social media has become a key tool for staff and students to connect and engage with the school's communities and stakeholders on a global level, and can be an effective means of helping and informing school stakeholders across the spectrum of touch points (from prospective to alumni).

The purpose of this policy is to ensure staff and students understand the requirements of the school's official social media accounts, and the requirements of the school in their use of social media both in an professional capacity on behalf of the school and in a personal capacity.

Emphasis is placed on guiding principles of behaviour and a common sense approach to the use of social media to ensure:

- that, as much as possible, content and genuine conversation on social media is allowed to continue without interruption from the school;
- the use of social media is consistent with legislation, school policies and procedures;
- the school's reputation and that of its staff and students is enhanced and not compromised through the use of social media;
- the school's legal obligations are not compromised through the use of social media.

## Scope

This policy applies to the use of social media by staff, students, contractors, volunteers and members of school groups and committees:

- representing the school via social media in a professional capacity; and/or
- where reference is made to the school on a social media site or the use of social media may have an impact on or affect the school or members of the school community (including other staff and students)

## Legislative Context

- Education and Training Reform Act 2006

## Definitions

Term	Definition
Social media account(s)	This term is used to refer to the individual listing within a platform (eg: page, group, persona, handle, etc)
Administrator	A user who has full access on a social media account. Full access means the user is able – but not necessarily permitted – to alter the settings of the account, including adding and removing other users, adjusting security settings, and all other available features.

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Alumni	Graduate of Monivae College
Content management	The writing, posting, editing, deleting, monitoring of, and responding to posts on social media accounts
Creation or create	The building, establishment or making public of a social media account
Editor	A user who has been given limited access on a social media account.  Editor access generally enables a user to publish, edit and delete content, but will not enable them to alter account settings.
Friends, Followers or Like	Connections formed on social media accounts which allow access to posts and posting
Going live	A message (which can take the form of text, image, audio, video or a combination of these mediums) that is published on a social media platform
Platforms	This term is used to describe the type of social media (eg: Twitter, Blog, Snapchat, Facebook)
Posting or post(s)	A message (which can take the form of text, image, audio, video or a combination of these mediums) that is submitted to social media for publication
Social media	Social media is an online means of communication that is used by groups and individuals to share information. Examples include but are not limited to: <ul style="list-style-type: none"> <li>• Social networking platforms (eg: Facebook, LinkedIn, Twitter, Instagram, Snapchat)</li> <li>• Video and photo sharing website (eg: YouTube, Flickr)</li> <li>• Blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications</li> <li>• Forums and discussion boards (eg: Google groups, Whirlpool)</li> <li>• Wikis (eg: Wikipedia)</li> <li>• Vod and podcasting</li> <li>• Instant messaging</li> <li>• Virtual communities (eg: Second Life)</li> <li>• Any other websites that allow individual users or companies to post comments to the web.</li> </ul>
Use	Professional use of social media refers to authorised use of social media as an official representative of the School (in accordance

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	<p>with the Staff Code of Conduct, student guidelines and the induction programs for staff, volunteers and contractors).</p> <p>Professional use of social media may include school approved social media accounts or official comment on behalf of the school on other social media accounts.</p> <p>Personal use of social media refers to the use of social media (in accordance with the Staff Code of Conduct) in a non-official capacity accessed via:</p> <ul style="list-style-type: none"> <li>• School equipment or its networks; or</li> <li>• personal equipment or other networks, where the use of social media impacts on or affects the: <ul style="list-style-type: none"> <li>• legal responsibilities of the school; and/or</li> <li>• rights of other members of the school community or school stakeholders.</li> </ul> </li> </ul>
Users	Social media users or users means staff (including temporary staff), students, volunteers, contractors, and members of school committees.

## Policy Statement

Social media users must be mindful that their use is respectful to the school and members of the school community and in accordance with legislation, school policies and procedures.

Users are reminded that the same laws, expectations and guidelines which apply in the real world also apply online. Social media users are accountable for anything they post online.

A breach of this policy may result in disciplinary action against the staff member or student, in accordance with relevant legislation, school policies and procedures. The school reserves the right to edit, delete, reject or remove content which breaches this policy or any legislation, school policies or procedures.

Principle	Demonstrated by
The school's reputation and that of its staff and students is enhanced and not compromised through the use of social media.	<ul style="list-style-type: none"> <li>• Expecting staff and students to behave professionally when using social media.</li> <li>• Expecting staff and students to comply with legal requirements, including legislation, school policies and procedures when using social media.</li> <li>• Expecting staff to complete induction training and for professional users to attend additional social media training.</li> <li>• Having processes in place for the creation, maintenance and deletion of social media content and accounts.</li> <li>• Encouraging staff and students to familiarise themselves with, and adhere</li> </ul>

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	to the social media policy and procedure.
The school's response to social media content and that of its students and staff is respectful of the views and rights of individuals and whenever possible, content and genuine conversation is allowed to continue without interruption.	<ul style="list-style-type: none"> <li>• Having processes in place to assist staff and students on when and how to respond to content, comments and messages.</li> <li>• Offering training and support to staff and students.</li> <li>• Having processes in place to assist in monitoring social media for content that may require further action.</li> </ul>
The school's social media is managed centrally through the Marketing and Development Office, and varying levels of access are distributed across the school to encourage involvement from all areas of the school.	<ul style="list-style-type: none"> <li>• Offering training and support to all areas of the school that have content the school would like to publicly share.</li> <li>• Having processes in place to enable staff and students to seek approval to open, close, manage or significantly change a social media account.</li> <li>• Having the Marketing and Development Office who: <ul style="list-style-type: none"> <li>• are up to date with social media trends and developments;</li> <li>• regularly review the performance of the school's social media accounts;</li> <li>• ensure appropriate levels of access to social media account(s) are given to the appropriate staff and students;</li> <li>• manage (or assist staff and students in managing) social media issues, threats and other concerns.</li> </ul> </li> </ul>
Teaching staff do not use social media as a means of distributing or accepting assessable work, or as a primary (or singular) means of communication with students and other staff.	<ul style="list-style-type: none"> <li>• Having school systems and processes in place which allow teaching staff to distribute and accept assessable work, and which allow teaching staff to communicate with students and other staff.</li> <li>• Offering training and support to teaching staff in the appropriate use of social media.</li> <li>• Having processes in place for the creation, maintenance and deletion of social media accounts.</li> </ul>

## Supporting Documents

- Social Media Procedure
- Records Management Policy and Procedure
- Staff Code of Behaviour Policy

## Responsibility

Approval Authority	Policy Sponsor	Administration
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Responsible for monitoring the implementation, outcomes and scheduled review of this policy	Responsible for maintaining the content of this policy as delegated by the Approval Authority	Responsible for the administration support for the maintenance of this policy as directed by the Policy Sponsor
Principal	Marketing and Development Office	Compliance and Risk Manager

### Promulgation

This policy will be communicated throughout the Monivae College school community in the form of:

- policies section of the Monivae College website;
- policy library section of the Monivae College intranet; and
- distribution of email to all staff.

### Implementation

This policy will be implemented throughout Monivae College via:

- policy library section of the Monivae College intranet;
- staff briefing session; and
- training sessions.

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