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Keller Road
Primary School

Government of South Australia
Department for Education

SOCIAL MEDIA POLICY

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. This policy recognises that all communication by department staff will comply with the standards of conduct and behaviour as outlined in the Code of ethics for the South Australian public sector.
The accompanying Social Media Guidelines provides leaders with 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.
Cyber safety: Keeping children safe in an online world aims to assist staff to put in place policies and procedures that both protect and inform children and young people, and their parents/ carers.

Scope
This policy applies to all staff, volunteers and contractors working within or for the department who use a social media platform in their professional capacity, or who identify themselves as a departmental employee, volunteer or contractor in a personal 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

Policy detail
Information and communication technology requirements for establishing social media activities and profiles
Site information and communication technology (ICT) coordinators and principals have the ability to set and control the ICT environment necessary to allow the use of social media while ensuring that appropriate safeguards are in place, to the best of their abilities.

When setting up and maintaining the establishment of social media, the following departmental policies must be adhered to:
• Acceptable Use Policies for Schools, Preschools and Children's Services Sites Standard

• ICT Security Policy

The Acceptable use policy reinforces to users the type of behaviours that are appropriate whilst using departmental ICT facilities and services.

Adherence to these policies must be in the form of a school's written agreement and signed by staff, students and/or parents/guardians (as appropriate). This agreement must outline the terms and conditions of using departmental ICT facilities and of online behaviours and access privileges, and consequences for non-compliance. In the case of students, involving parents/guardians in these agreements reinforces the fact that the agreement is taken seriously and is part of the partnership between school and home. A significant element of an acceptable use agreement is to emphasise strategies for personal safety.

Online Communications Services is responsible for approving all social media activity within Central Office and regional offices, or delegating authorisation as appropriate.

Professional use of social media
When posting to an official departmental social media platform, staff 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, the department and/or the specific social media site.

• 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 comments 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 unless specifically given permission to do so a person is not the first to make a significant announcement.

• Respect copyright laws and attribute work to the original source wherever possible.

• Protect personal details.

• 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.

Children, students and social media
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 children or young people in their education community as 'friends' on their personal/private sites. E.G. Facebook

Cyber-safety: Keeping children safe in a connected world provides guidelines to assist leaders, educators and parents to promote learning, protection and safety.

Principals/ line managers/ ICT coordinators
• Ensuring approval for social media activity from principal/director (site staff) or the Online Communication Services Unit (Central Office and regional office staff)
• Ensuring the IT requirements for establishing social media activities and profiles are in place (see 6.1)
• Broadly consulting with the community to be affected by social media before establishing new media use
• Ensuring cyber-safety use agreements are in place for all staff, children and students
• Ensuring that staff understand and comply with this policy
• Providing relevant training to carers/teachers and young people who will be using social media
• Ensuring protective practices are in place to safeguard carers/teachers and students
• Providing processes for staff and students to identify and report offensive online material or behaviour
• Acting to quickly remedy issues when they arise and support staff and young people through these processes
• Modelling best practice social media usage
• Ensuring that IT access has appropriate safeguards in place to protect students

Teaching/children's services staff
• Ensuring approval has been granted for social media activity from the relevant principal/director
• Teaching topics contained in Keeping safe child protection curriculum
• Teaching strategies to maintain a positive online presence and protect identity
• Teaching children and students how to identify and avoid inappropriate materials
• Ensuring that the site conforms with State Office branding standards and clearly identifies your site

Children and young people
• Following the cyber-safety use agreement of the school
• Avoiding 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
• Applying cyber-safety strategies and instructions when