



Our Lady of the Sacred Heart Primary School Elmore

Social Media Policy December 2016

INTRODUCTION

Our Lady of the Sacred Heart Primary School accepts that the use of Social Media can be an effective social tool and that such media is commonly used by the Our Lady of the Sacred Heart Primary School community to express their views, comments and opinions on a whole range of issues.

All those who are part of the Our Lady of the Sacred Heart Primary School community, students, parents, teachers, non-teaching staff, have the right to benefit from the opportunities that exist as part of social media. With these opportunities come the responsibility to represent the Our Lady of the Sacred Heart Primary School community in such a manner that the image of the school is not negatively affected or brought into disrepute.

OUR SOCIAL MEDIA INTENT

Our intent is to grow our school community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many.

Our Facebook page is a place where we can build on our school community by building on school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great. Social media is a hub for responsible community engagement that celebrates the daily life of our school. We proactively support participation in social media to develop digital citizenship throughout our community.

PURPOSE

Our Lady of the Sacred Heart Primary School expects those who are a part of the community, when using Social Media, to show courtesy and respect to others, including those within the Our Lady of the Sacred Heart Primary School community. Social Media should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for Our Lady of the Sacred Heart Primary School.

The purpose of this policy is to set standards of behavior for the use of Social Media that are consistent with the broader values and expectations of the Our Lady of the Sacred Heart Primary School community.

DEFINITIONS

Social Media – refers to all social networking sites like Facebook, Twitter, LinkedIn, YouTube and MySpace.

SCOPE

This policy applies to the school community of Our Lady of the Sacred Heart Primary School including but not exclusive to; staff, students and parents.

RIGHTS and RESPONSIBILITIES

Our Lady of the Sacred Heart Primary School values the responsible use of social media articulated in a this policy combined with the school guidelines that govern the expectations of online behaviour as described in the *OLSH User Agreement for Online Learning*. The School community is expected to show

respect to others, including members of our own school Community. Members of the School community are also expected to give due respect to the reputation and good name of the School.

When using Social Media, our community is expected to ensure that they:

- Respect the rights and confidentiality of others.
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, harass or threaten others
- Do not make defamatory comments
- Do not use obscene or offensive language towards others
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of Our Lady of the Sacred Heart Primary School or those within its community
- Do not use excessive criticism to portray a person as socially, mentally, physically or intellectually inferior

Our Lady of the Sacred Heart Primary School will exercise its right to remove any content that is believed to be in breach of these policies, guidelines and the values of our school.

Content will be removed if it contains:

- Offensive abusive, obscene, profane, hateful or racist content, links or images
Comments that threaten or defame any person or organisation.
- The direct, full name or descriptive reference to an individual, irrespective of the post's tone.
- Solicitations and advertisements by other organisations or endorsements by other organisations or endorsements of other organisations.
- Multiple or repetitive posts by a single user.
- Repetitive posts copied and pasted or duplicated by single or multiple users.
- Anything else that the school deems inappropriate and does not align with our values, standards, policies and guidelines.

BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other Our Lady of the Sacred Heart Primary School policies such as:

OLSH User Agreement for Online Learning

School Engagement Policy

Pastoral wellbeing Policy

Any breach of this policy will be considered by the Principal or their delegate, such as the Deputy Principal 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 where the School is legally obliged to do so. Sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or expulsion from the School. Students must be aware that in certain circumstances where a crime has been committed they may be subjected to a criminal investigation by police, over which the School will have no control.

Parents who breach this policy may be asked to meet personally with the principal or their delegate to discuss with them how their comments or posts have adversely reflected on others.

IMPLEMENTAION OF THE POLICY

The policy is available from the Our Lady of the Sacred Heart Primary School website.