

ST LAWRENCE OF BRINDISI CATHOLIC PRIMARY SCHOOL

SOCIAL MEDIA POLICY

RATIONALE

The purpose of this policy is to encourage acceptable and beneficial use of social media related to our school St Lawrence of Brindisi Catholic Primary School.

There is great potential for the use of social media in school communities in terms of educational outcomes and as a means of communication.

However, parents and guardians also need to understand the expectations of the St Lawrence of Brindisi Catholic Primary School when using social media connected to the school as there are also risks that must be appropriately managed.

SOCIAL MEDIA RISKS

The following are some of the major risks associated with the use of social media:

- Reputational damage to organisations and people.
- Disclosure of confidential information and breach of privacy laws.
- Posting of offensive, bullying, harassing, and discriminatory material.
- Misuse of intellectual property and breach of copyright laws; and

WHAT IS SOCIAL MEDIA?

Social media is any form of online or web-based publication, forum or presence that allows interactive communication, including, but not limited to, Facebook, LinkedIn, Instagram, blogs, forums, discussion boards, chat rooms, Wikis, Twitter, and YouTube.

GUIDING PRINCIPLES

Members of our community must recognise:

- Online behaviour should always demonstrate respect for the dignity of each person.
- The need to behave in an ethical manner when using social media as those communications can reflect on St Lawrence of Brindisi Catholic Primary School and must be consistent with the Catholic beliefs and ethos of the school and professional expectations and standards.
- Social media activities may be visible to current, past, or prospective staff, students, and parents.
- Engage Positively: Participate in our social media community with a positive and respectful attitude. Encourage constructive discussions and support one another in our shared commitment to the schools' mission and values.

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- Responsible sharing: Be cautious about sharing rumours, unverified information, or negative content related to the school. If you have concerns or questions, direct them to the appropriate school channels for clarification.

“Golden rules”: Parents and Guardians will avoid the potentially breaching this policy and the expectations of our governing authority, Melbourne Archdiocese Catholic Schools (MACS) and St Lawrence of Brindisi Catholic Primary School if they do not use social media forums connected to the school to:

- post any material about the school (e.g., students, parents, policies, employees etc); or
- post inappropriate material about themselves or others; or derogatory material about any students or staff members when using school social media pages.
- make inappropriate contact with other members of the school community.

GENERALLY

When using social media forums connected to St Lawrence of Brindisi Catholic Primary School, members of our community must:

- Must obtain the consent of the principal (which can be for a specific instance or for a general purpose or role) before:
 - before posting any material that may be perceived as being made, “on behalf” of St Lawrence of Brindisi Catholic Primary School (e.g., any commentary, St Lawrence of Brindisi Catholic Primary School information, photographs of the School, students, staff, or other identifying images); and
 - using the St Lawrence of Brindisi Catholic Primary School logo, trademarks, official photographs, or any other intellectual property of proprietary materials; and
- Avoid posting material or commentary that breaches any other policy outlining expected behaviours from our parents and guardians of St Lawrence of Brindisi Catholic Primary School. St Lawrence of Brindisi Catholic Primary School reserves the right to delete any post entered on school based social media forum.
- All school connected social media remains the property of and under the authority of the School and our governing authority, Melbourne Archdiocese Catholic Schools. All social media forums will be monitored and controlled by the school under the authority of the principal.
- Any inappropriate material or comments perceived as derogatory, harmful or hurtful will be removed and the relevant parent or guardian will be contacted by the school to review their access to social media forums connected to St Lawrence of Brindisi Catholic Primary School.

STUDENTS

Members of our community must NOT connect with students or interact with, or post images of, students on their own private social media forums.

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SECURITY, PRIVACY AND ACCESS

Parents and Guardians must understand that the type of security settings used cannot excuse breaches of this policy if the material posted is inappropriate and becomes more publicly available than was intended.

RELATED POLICIES

The *St Lawrence of Brindisi Catholic Primary School* Social Media Policy links to the following School policies and expectations:

- St Lawrence of Brindisi Catholic Primary School Code of Conduct/Behaviour Policy
- St Lawrence of Brindisi Catholic Primary School Acceptable Use of ICT Policy
- St Lawrence of Brindisi Catholic Primary School Anti-Bullying Policy
- St Lawrence of Brindisi Catholic Primary School Equal Opportunity, Anti-Harassment and Anti-Discrimination Policy
- St Lawrence of Brindisi Catholic Primary School Privacy Policy

POLICY REVIEW

This policy will be reviewed every **two years** to take account of any changed technology, legislation, expectations, or practices.

CONSEQUENCES OF BREACHING THIS POLICY

Non-compliance with this policy may be grounds for parents and guardians being denied access to school sanctioned social media forums. Any repeated attempts to posting inappropriate derogatory information and breach of policy may result in parents or guardians to be permanently barred to accessing any school social media accounts.

Under MACS policy, parents and guardians must use social media platforms according to the relevant policies and procedures and not abuse, harass, or vilify other members of the community. Failure to follow the terms of this policy breaches the Parent and Guardian Code of Conduct and can potentially lead to a de-enrolment of students under the authority of the MACS Northern Regional Manager.

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