

# Oyster Bay Public School



## Social Media Policy

<i>Date Adopted:</i>	<i>2016</i>
<i>Date Reviewed by Staff:</i>	<i>2016</i>
<i>Date of Next Review:</i>	<i>Term 3 2017</i>

# Social Media Policy

## Introduction

This policy has been developed to guide Oyster Bay staff, students and the wider community on their use of social media. Employees using social media in a personal capacity, but identifying themselves as school employees, are expected to behave appropriately and in ways that are consistent with school policies and also our school values of *Respect, Happiness, Compassion, Acceptance, A Fair Go* and *Loyalty*.

## Definition

*For the purpose of this policy, Social Media refers to online services and tools used for publishing, sharing and discussing information, knowledge and opinions.*

It encompasses: mobile phones, text messaging, emails, blogs, video and audio podcasts, wikis, forums or message boards, photo documents and video sharing websites, micro blogging services, location based apps, online gaming, news sites, Twitter, Facebook, Skoolbag, YouTube and Instagram.

This definition of social media is not exhaustive as technology develops with new ways of communicating every day.

This policy applies to all Oyster Bay Staff and any member of the wider community using social media to communicate on behalf of the school.

## Objectives

- The purpose of this policy is to inform and guide the way Oyster Bay Public School interacts via social media for personal or professional use.
- It sets out the key principals and code of conduct expected by all members of staff.
- It is designed to support safe working practices for children and staff.

## Practices

1. Always follow relevant DoE policies including the Code of Conduct.
2. Respect copyright laws and attribute work appropriately.
3. Ensure all material published is respectful of all individuals and the DoE and that it is not discriminatory or offensive in any way.
4. At no time should staff request or respond to any personal information from a student, other than that which might be appropriate as part of their professional role.
5. Recognise that confidentiality needs to be considered at all times.
6. Staff should not link any personal social networking accounts to a work email account.
7. Staff should not use equipment belonging to their school to access illegal or inappropriate material.
8. Staff must ensure that their personal online activities do not affect their professional performance.
9. On all social media sites, be clear that your personal views are yours and are not necessarily the views of the DoE.
10. Do not disclose login details, passwords or access codes to others.
11. This policy would recommend that staff use privacy settings on their personal social media platforms.
12. Apply cyber safety practices when using school equipment.
13. Staff should consider carefully any response to parents when using social media. Before responding to emails, texts or social media platforms it may be advisable to

wait until there has been time for considered reflection. It may also be helpful to discuss any planned replies with a colleague or supervisor.

14. Students need to abide by the Online Services Agreement that they are required to sign.