

St John's Primary School

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Social Media Usage Policy

St John's Primary School understands that Social Media can be a powerful engagement tool that enables staff, parents and students to communicate with each other in an empowering and innovative way. St John's Primary School does, however, expect that a staff member's online behaviour reflects the same standards of honesty, respect and consideration that they are required to display when communicating in person.

To ensure that staff members understand their responsibility when using this medium, St John's Primary School has developed the following guidelines.

- Social networking sites such as Facebook, Twitter, Instagram, Imessage, Messenger and the like must not be used by staff as a platform for learning activities with students.
- Staff members should not accept current students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff members are advised to use professional discretion before accepting current parents, ex-students and parents of ex-students as 'friends'.
- Staff members must not discuss students or colleagues, or criticise school policies or personnel on social networking sites.
- Staff must not post images that include students on social networking sites.

Staff members at St John's Primary School are required to act in an appropriate and professional manner at all times when accessing school computers, the internet and social networking sites.

To maintain a professional standard staff members must:

- Determine whether a particular posting could place their professionalism and effectiveness as a teacher at risk. Staff members are reminded that they should only post items and comments that they are happy for anyone to see.
- Not use commentary deemed to be defamatory, discriminating, obscene, proprietary or libellous.
- Exercise discretion with regards to the use of colourful language, derogatory remarks, exaggeration, legal conclusions and characterisations.
- Discuss with personal friends the need for discretion when they post information or images that include the staff member on their own social network pages.
 - Staff members should explain that once the material is posted it is identifiable and unmanageable.
- Maintain sole control of security, privacy and access to their personal pages and information.
- Visit their profile, security and privacy settings.
 - Privacy settings should be set to 'friends only'. Do not use 'friends of friends' and 'Network of Friends' settings as these open the content of social networking pages to a large group of unknown people.

Staff members are reminded that their personal social networking must be consistent with the professional standards expected of them as a teacher.

This policy and associated procedures are consistent with our eSmart initiative and Child Protection Requirements.