 King's Baptist Grammar School	SUBJECT:	Social Media Policy	
	CATEGORY:	IT Policies	
EFFECTIVE DATE: 26/07/2023		REVIEW DATE: 01/07/2025	VERSION: 1.0

Audience: Staff, Volunteers and Parents

Rationale:

The purpose of this policy is to guide the use of Social Media. It has been developed to protect students, staff, families, assets and reputation through clear protocols for the use of Social Media. The policy also applies to personal media use by staff, given staff are always 'on duty' and are expected to act in accordance with our community values, mission, aims and expectations.

Policy Position:

King's Baptist Grammar School believes that Social Media has a role in supporting positive relationships within the School community.

Increasingly, online engagement is a powerful way to provide information, keep parents informed and enable parents to feel part of the School community.

All members of the community have a shared responsibility to ensure all online relationships are positive and respectful.

Operational Aspects – Use of images/video:


The framework of this policy relates to two usage audiences/functions:

- a. External audience – the use of Social Media by the School to communicate and interact with the School and wider community in regard to news, promotion and events. Note that parental consent/release is required for images/video etc; and
- b. Internal audience – the use of Social Media in relation to School matters within the School community. At enrolment, it is acknowledged that images/video of students can be used for Yearbook, class photos etc.

General Principles

At all times, we seek to uphold the School's Codes of Conduct and FISHER Principles. (*Fairness, Integrity, Service, Humility, Excellence, Respect/Responsibility*)

- **Fairness:** Ensure your posts are fair to all concerned and that other people are not the subject of mistreatment.
- **Integrity:** Be honest about who you are. State your sources when quoting other people.
- **Service:** Supply and share information that is relevant and of service to the King's Community.
- **Humility:** If you make a mistake/post inaccurate material – acknowledge the error and apologise.
- **Excellence:** Check your facts before you post, ensure you are using the most up to date information/data and acknowledge sources.
- **Respect/Responsibility:** King's is committed to showing respect for all people, acknowledging that people come with a range of opinions and beliefs, with which we may not agree. Students/Staff are encouraged to enter into a healthy exchange of ideas (within the expectations of our Code of Conduct and Faith Statement). Obviously personal attacks, obscenities and defamatory comments will not be tolerated.

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Personal Security

- Report any behaviours that contravene/do not uphold the Codes of Conduct and/or Fisher Principles
- Actively protect your privacy and security settings
- Abide by the Terms and Conditions set by the Social Media platform
- Respect the privacy of others
- Do not post identifiable images of students without permission of their parent/guardian
- Ensure users only tag themselves and/or their own children in posts and images but **do NOT** tag or name any other person in a photo or content without their permission, and if the person is under the age of 18, without the permission of their parent/guardian

King's Baptist Grammar School commits to:

- a. Not posting identifiable images of students to our External audience without permission of their parent/guardian
- b. Not naming or tagging any student in an External post, image or other content without the permission of their parent/guardian
- c. Retaining the right to review all comments/content on the School's Facebook page and remove any that are inappropriate and/or offensive or which don't reflect the School's values


Expectations of Staff

a. Staff must recognise:

- online behaviour should at all times demonstrate respect for the dignity of each person;
- the need to behave in an ethical manner when using social media (even for personal communication) as those communications can reflect on their role at the School and must be consistent with the Christian beliefs and ethos of the School and professional expectations and standards;
- their ability to serve as a positive role model for students and as a representative of the School is a critical aspect of their employment; and
- Social Media activities may be visible to current, past or prospective staff, students and parents.

b. Work-related use of Social Media

- Student Learning
The use of online learning communities by staff for educational purposes must be in accordance with other relevant School policies and procedures relating to online learning.
- When using Social Media for work related purposes, staff must obtain the consent of the Principal/Head of School (which can be for a specific instance or for a general purpose or role) before:
 - posting any material that may be perceived as being made "on behalf" of the School (eg. any commentary, School information, photographs of the School, students, staff or other identifying images); and

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- using the School's logo, trademarks, official photographs or any other intellectual property of proprietary materials.
- If there could be reasonable concerns that posting any material could be considered inappropriate (eg. in light of potential privacy or copyright obligations), then an employee must first raise those concerns with the Principal/Head of School before posting the material.

c. Personal use of Social Media

It is recognised that employees may use Social Media in their personal life. It is also recognised that such use may impact on the employment relationship.

Accordingly, staff's personal use of social media must:

- not bring the School into disrepute or interfere with, or compromise, their duties or responsibilities to the School or students;
- comply with other policies of the School and professional standards that outline expected behaviours of staff when posting personal comments that relate to, or can be identified as relating to, School issues (eg. discussing or referencing staff, students, policies or anything related to, or reflecting upon the School); and
- take steps to ensure that friends, family or other acquaintances are aware of the need to use discretion when they post images or information about the staff member on their own Social Media forums.


d. Student Interaction

- **Staff should NEVER** connect with students or interact with, or post images of, students on their own private Social Media forums (eg. Staff should never be "friends" with students on Facebook).
- At times, it will be appropriate to create a Facebook group to assist in the organisation of the members (eg. an aerobics group, the school musical, an overseas student trip). Prior approval for the group **MUST** be given by the Principal/Head of School. Supervising staff within the group **must NOT** be friends with the students.

e. Security, Privacy and Access

To avoid a potential breach of this policy or compromising the professional expectations as employees at the School, employees should:

- ensure the privacy settings of their social media profiles are appropriately set to avoid putting their privacy at risk (for example, minimum recommendation for Facebook accounts: settings set to "only friends" and NOT "Friends of Friends" or "Networks and Friends" as these open your content to a large group of unknown people); and
- recognise that even if they implement the maximum security settings for their social media profiles, the security settings on social media forums cannot guarantee that communications placed online do not become more publicly available than was intended (employees should always assume that posts or communications online may become public).
- Employees 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.

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f. Use of personal camera or phone

Staff are discouraged to use personal devices to record images/video of students. Where this does occur, images **MUST** be downloaded onto the school intranet as soon as possible, and deleted from the device.

Consequences of Breaching this Policy for Staff and Volunteers

Non-compliance with this policy may be grounds for disciplinary action. Depending on the seriousness of the circumstances, disciplinary action can be up to and including termination of employment.

Expectations of Parents

The first point of contact regarding an area of classroom concern or activity must be with the Class, Pastoral or Subject teacher.

Parents are discouraged from creating parent-to-parent Facebook groups associated with the School. In the event that such a group is created it should be:

- a) Set to 'Private';
- b) compliant with this Social Media Policy; and
- c) respectful of the wishes of other parents.

Any use of the school's logo, trademarks, official photographs or any other intellectual property must be approved by the Principal.

Below are the School-endorsed Social Media tools.


- a. School-endorsed Social Media Tools:
 - **School Facebook page** (Whole School) – administrators appointed by the Principal
 - **Year Level Facebook groups** (Junior School) – administrators appointed by the Principal, plus 3 class representatives per year level; the purpose is to build the parent community
 - **Seesaw** (Junior School) – an information sharing tool between the classroom teacher and parents
 - **School Instagram profile [Whole school]** – administrators appointed by the Principal
- b. **Personal use of Social Media**
To maintain a positive, respectful and safe school, parents' use of social media must abide by the school's Social Media Terms of Use.

Consequences of Breaching this Policy for Parents

Failure to comply with the policy by a parent may, in serious cases, put at risk the continuation of their child's enrolment at the School. In serious cases, termination of the enrolment contractual agreement by the School may result.

Definitions:

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

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Related Policies:

- Code of Conduct
- Anti-Bullying and Anti-Harassment Policy
- Digital Citizenship Policy
- R-12 Responsible Behaviour Policy
- SS Expecting Responsible Behaviour Policy
- MS Teaching Responsible Behaviour Policy
- JS Behaviour Management Policy
- Computer and Network Use Policy
- Grievance Policies
- Media Use Policy / Photography/Videography Policy

Review:

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

Signed: _____ Date: ____ / ____ / ____
Principal/Delegate