All Saints Catholic Primary School Social Media Policy

Developed by: Staff and School Board

Note: All references to 'Staff members' include Administration Staff, Support Teachers, Teachers and Temporary Relieving Teachers.
All references to 'Parents and Carers' include Grandparents, Relatives, Friends and Volunteers.

Purpose:

All Saints Catholic Primary School recognises the role social media plays in connecting people and sharing information, as well as its capacity to foster positive engagement.

Underlying Principles:

We at All Saints Catholic Primary School:

- recognise that the use of Social Media has increased exponentially.

- recognise that the school has a moral and legal obligations as a Catholic school community to provide a safe learning environment for all students.

- celebrate the use of Social Media in supporting positive relationships.

- are committed to fostering a safe and respectful culture of Social Media usage and digital communication throughout the school community.

This policy applies to all students, staff, volunteers, and contractors working within or for All Saints Catholic Primary School who use a Social Media platform in a professional or personal capacity.

The South Australian Commission for Catholic Schools describes social media and its usage as follows:

'…an interactive digital platform for learning and communicating with and between communities and individuals. An online community enables a group of digital users with a shared interest to create, share or consume online content. Social media allows for local and global connections that are immediate, generally open to all and easy to use. Building a learning community includes being open to new learning, new ways of working and communicating and creating positive learning experiences. Catholic school communities' model, teach and learn together in the digital space informed by their commitment to the dignity and worth of each person while building respectful relationships in real time and online. The goal for school communities in using social media is to enhance learning and communications connections, leave a positive digital footprint, represent their schools well, communicate responsibly and safely and show respect for others.'

All Saints Catholic Primary School recognises that all digital communication by staff and students should comply with the Protective Practices for Staff in their Interactions with Children and Young People Guidelines and the All Saints Catholic Primary School Information & Communication Technology Acceptable Use Policy.

Definition of Social Media

Social Media is described as consisting of a range of online tools such as websites and applications. These tools enable users to create and share content. They also facilitate the participation of users in social networking. Social media may include the following:

- social networks (e.g. Yammer, Facebook, and LinkedIn)

- media sharing networks (e.g. Snapchat, Instagram, TikTok and YouTube)

- bookmarking and content curation networks (e.g. Pinterest)

- corporate networks (e.g. SharePoint and Skype)

- blogging networks (e.g. WordPress)

- micro-blogging networks (e.g. Twitter and Tumblr)

- discussion forums (e.g. Whirlpool and Reddit)

- wikis (e.g. Wikipedia)

- online gaming networks/platforms (e.g. World of Warcraft and Fortnite)

- sharing economy websites (e.g. Gumtree and Uber)

Social Media awareness

We at All Saints Catholic Primary School acknowledge that when using social media:

- comments and content posted online are available immediately and for a wider audience than sometimes intended.

- comments and content posted online are open to limitless copying and/or manipulation and remain online forever.

- other users who view comments and content posted online may take them 'out of context' and may also reuse comments or content for a purpose other than originally intended

- online media security settings (e.g. Facebook or Instagram) should not be relied on to protect or keep material private.

- comments and content can always be traced back to the user of origin regardless of attempts to post anonymously.

School use of Social Media / Marketing

Social Media is used by to for All Saints Catholic Primary School allowing families and the wider community to:

- View, share and engage in current school and community events, news, and student achievements.
- Access useful information and resources published to social media channels by All Saints Catholic Primary School.
- Build an online community which will enhance the level of collaboration and sharing of useful, school related resources.

Specific Platforms All Saints Catholic Primary School will communicate on:

Official and Public Facebook Page: All Saints Catholic Primary School

This digital presence is to:

- Provide the school with a public, easily accessible profile.
- A platform to share school and news and information, including events.
- Promote positive communication between the school and community.
- Share and celebrate the school community, student learning and school activities that promote compassion, courage, kindness, and a commitment to learning.

Guidelines:
In support of this policy:

The Principal will:
- make a copy of this policy available to all families.
- review the policy as required and when necessary, make any changes known to families.
- be responsible for the total oversight of this policy and procedures.
- be responsible for the overall safety of all students, staff and volunteers.
- provide relevant training to students and staff in the use of social media.
- train and advise staff of their responsibilities in relation to social media and ensure that social media interactions with students and staff are appropriate.
- ensure protective practices are in place to safeguard students and staff.
- provide structures for staff and students to identify and report offensive online material or behaviour.
- take responsibility for final decision making on the outcomes of inappropriate use of social media.
- seek remedy for issues when they arise and support staff and students through these processes.
- ensure that the school network access has appropriate safeguards in place to protect students.
- ensure that staff are aware that school related confidentiality obligations extend to social media use.
- advise and support staff in the appropriate course of action when dealing with social media concerns.
- ensure that the All Saints Catholic Primary School Student Wellbeing Policy and the Anti Bullying and Harassment Policy are applied when addressing inappropriate social media use.

Staff responsible for posting on Social Media will:
- be aware of students whose parents have not consented for their publication.
- respect copyright laws and attributing work to the original source wherever possible
- not post anything to adversely affect the good name of All Saints Catholic Primary School, the Catholic Church, Catholic Education SA, or people who are associated with these entities
- ensure images are uniquely All Saints' through identifying uniform, buildings, and the like
- generally seek to not identify students by full name and seek prior permission, with a record of written consent, in the event that an individual's full name should be used in content.

All Staff will:

- ensure all material published is respectful of all individuals and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a court suppression order, or is otherwise unlawful

- not have current students as 'friends' on their personal/private sites

- maintain a positive online presence and protect their online identity.

- be held accountable (including legal liability) for their actions inside and outside of school hours where their actions have a negative impact on the wellbeing of All Saints Catholic Primary School students and staff and its reputation.

- ensure that published material does not contain 'inappropriate, unlawful or offensive content.

- ensure that all content published is accurate and not misleading.

- ensure all information posted or commented upon is appropriate to the individual's area of expertise and authority.

- ensure that school related confidentiality obligations extend to social media use and abide by confidentiality guidelines.

- work in a positive and respectful manner with the parent community, seeking to build relationships which support positive student learning.

- keep Leadership informed about breaches of social media protocols.

- keep detailed records of all breaches of social media protocols.

- be advised that there may be consequences for breaching social media protocols (including excessive use of social media and/or posting inappropriate content)

- encourage the ethical usage of digital communication in building respectful relationships that uphold the dignity of each person.

- ensure e-safety learning programs are undertaken and implemented.

The Students will:

- follow the Information and Communication Technology Policy and Social Media Policy of the school.

- avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety, or security of the school or other members of the school community.

- ensure that published material does not contain 'inappropriate content' and is not offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful.

- be held accountable (including legal liability) for their actions inside and outside of school hours where their actions have a negative impact on the wellbeing of other students or staff and the reputation of the school.

- be advised that there may be consequences for breaching social media protocols (including excessive use of social media and/or posting inappropriate content).
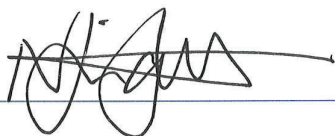
The Parents will:

- support this policy and any related guidelines and procedures.

- when addressing any issues, maintain open and supportive communication with Leadership and staff.

- use appropriate channels of communication in resolving all issues.

- work in a positive and respectful manner with the school staff.

- View, share and engage in current school and community events, news, and student achievements.
- Access useful information and resources published to social media channels by All Saints Catholic Primary School.
- Build an online community which will enhance the level of collaboration and sharing of useful, school related resources.

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Related Policies:

- All Saints Catholic Primary School Information and Communication Technologies Policy and ICT user agreement,
- All Saints Catholic Primary School Behaviour Management Policy
- All Saints Catholic Primary School Enrolment Policy
- All Saints Catholic Primary School Policy for the Care, Wellbeing and Protection of Children
- All Saints Catholic Primary School Student Wellbeing Policy
- All Saints Catholic Primary School Anti Bullying Policy
- All Saints Catholic Primary School Positive Resolution Policy for Parents & Carers
- All Saints Catholic Primary School Positive Resolution Policy for Children & Young People
- CESA Social Media Policy
- CESA Social Media Guidelines
- CESA Staff Code of Conduct

Sign: _____ *Date:* 26/06/2024
(Principal)

Sign: _____ *Date:* 26/06/2024
(Chairperson on behalf of School Board)

Date to be reviewed: June 2027