



Help for non-English speakers - If you need help to understand the information in this policy, please contact Administration at Ph. 8766 4000

RATIONALE

Barton Primary School recognises the importance of teachers, students and parents engaging, collaborating, learning and sharing through social media applications, both professionally and personally. These applications include, but are not limited to, Facebook, Twitter, Blogs, and other online tools through which people connect and share information.

All members of the Barton Primary School community are expected to uphold the values of the school in all Social Media interactions. Staff, students and parents will not act in such a way that the image of Barton Primary School is brought into disrepute nor in a way that harms members of the school community.

Therefore, it is expected Barton Primary School's staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content or to misrepresent Barton Primary School or any member of the school community.

AIMS

To ensure staff at Barton Primary School are aware of their responsibilities and the standards to be adhered to when using social media both professionally and personally.

IMPLEMENTATION

SOCIAL MEDIA

Social media is a group of online applications such as social networking sites, Facebook, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at Barton Primary School recognise the importance and potential positives of participating in these conversations and are aware of the fact that such comments may be public and potentially permanent. The following guidelines are designed to support staff as they engage in any conversations.

- Staff are to ensure that they follow relevant Department policies including the Code of Conduct and ensure that they follow the terms and conditions for any third-party sites
- Staff are to be aware that their role with the Department creates an association between what is said online and the Department itself. Staff are to ensure that content published is consistent with their work and DET professional standards
- Staff are to ensure that their personal online activities don't interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback
- Staff should adhere to the Department's social media policy and guidelines
- Personal accounts may not be listed or cross promoted on Department platforms unless approved by the Principal

The following five standards apply to employees' work use and personal use of social media at any time; when it has a clear and close connection with the DET. The Department will enforce these five standards as and when appropriate:

- Always follow relevant Department policies including the Code of Conduct
- Do not act unlawfully (such as breaching copyright) when using social media
- Make sure your personal online activities do not interfere with the performance of your job
- Be clear that your personal views are yours, and not necessarily the views of the department
- Do not disclose confidential information obtained through work

STAFF AND TEACHER GUIDELINES

- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students
- Staff should not accept students and/or parents as 'friends' on their own social network sites or interact with students and/or parents on social networking sites
- Staff and student online interaction must occur only in an educational context
- Staff are advised to NOT accept ex-students or parents of current students as friends on personal Social Media sites
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites
- While staff have permission to post photographs of students to the class blog they do not have permission to post details that would identify any child
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time
- Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with Barton Primary School then they need to be aware that they are by definition representing the entire school community. Staff should ensure that content associated with them is consistent with their work at the school and the school's values
- When contributing online staff should not post confidential student information
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'

This policy should be read and interpreted in conjunction with:

- Ministerial Order 199, Part 11 – Conduct and Duties
http://www.education.vic.gov.au/hrweb/Documents/Ministerial_Order_199.pdf
- Using Social Media: Guide for DEECD Employees in Schools
<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>
- Public Administrations Act 2004 (Vic) and the VPS Code of Conduct made under that Act, which applies to the public sector <http://www.education.vic.gov.au/hrweb/employcond/pages/conduct.aspx>
- Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the teaching service;
- Information Privacy Act 2000
- Guidance for Use of Social Media in the Victorian Public Sector. Available at:
<http://vpvc.vic.gov.au/html-resources/code-of-conduct-for-victorian-public-sectoremployees-2/>
- The Victorian Teaching Profession Code of Conduct. Available at:
<http://www.vit.vic.edu.au/SiteCollectionDocuments/PDF/Code-of-Conduct-June-2008.pdf>
- Relevant policy including the o Acceptable Use Policy for the Department's ICT Resources

http://www.education.vic.gov.au/school/principals/infrastructure/Pages/acceptable_use.aspx

- Professional Codes of Conduct such as the Victorian Teaching Profession Code of Conduct.
<http://www.vit.vic.edu.au/conduct/victorian-teaching-profession-code-ofconduct/Pages/default.aspx>

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's website
- Included in staff induction processes
- Included in our staff handbook/manual
- Discussed at staff briefings/meetings as required
- Made available in hard copy from school administration upon request

POLICY REVIEW AND APPROVAL

Policy last reviewed	29/06/2023
Approved by	Principal
Next scheduled review date	29/06/2023