

Social Media Policy

1. Definition

- 1.1 **Social Media** – refers to all social networking platforms , including but not limited to Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube, MSN, Flickr, Snapchat, Edmodo, Seesaw, Instagram and includes email and use on mobile devices.

2. Purpose

The purpose of this Policy is to set standards of behaviour for the use of Social Media that are consistent with the broader values and expectations of the Coatesville **Primary School** community.

3. Guidelines

Use of Social Media outside of the school can affect the social and emotional well-being of students, including their educational outcomes.

- 3.1 This Policy applies to all students who attend Coatesville Primary School.
- 3.2 This policy should be read in conjunction with the Student Engagement, Well-being & Inclusion Policy and e-Learning Policy.
- 3.3 Coatesville Primary School students enjoy diverse opportunities and a rich array of resources that have been provided to enhance the learning program at every grade level. Consequently, it is expected that students will uphold the whole school values, particularly those relating to all Social Media interactions.
- 3.4 Students are expected to act in such a way that the reputation of the school is not brought into disrepute nor in a way that harms members of the school community. Social Media is not to be used to insult, present offensive or inappropriate content or to misrepresent the school or any member of the school community.
- 3.5 When used appropriately, Social Media can be an effective educational and social tool where students express their views, comments, ideas and critique on a whole range of issues. The school expects students to use Social Media in a respectful and responsible manner at all times.

4. Implementation

- 4.1 Social Media pervades all aspects of our lives and this Policy applies to all Social Media use including any use conducted privately, outside school hours, on personal devices, or any school sanctioned activity.

- 4.2 This policy applies to students but there is an expectation that teachers, parents/carers and other members of the Coatesville Primary School community support the Policy by ensuring compliance and by modelling responsible and respectful behaviour.
- 4.3 Students are expected to show respect to others, including members of the school community and give due respect to the reputation and good name of the school.
- 4.4 When using Social Media, students are expected to ensure that they:
 - 4.4.1 respect the rights and confidentiality of others;
 - 4.4.2 adhere to the rules, guidelines and policies of the relevant Social Media service. This includes ensuring they meet minimum age requirements;
 - 4.4.3 do not impersonate or falsely represent another person;
 - 4.4.4 do not post content that is another person's intellectual property without their written and express consent;
 - 4.4.5 do not film, photograph or record members of the school community without express permission of the school or use, send or post film, photographs or recordings without express permission;
 - 4.4.6 do not bully, intimidate, abuse, harass or threaten others;
 - 4.4.7 do not make defamatory comments;
 - 4.4.8 do not use offensive or threatening language or resort to personal abuse towards each other or members of the Coatesville Primary School community;
 - 4.4.9 do not post content that is discriminatory, hateful, threatening, pornographic or incites violence against others;
 - 4.4.10 do not engage in any illegal activity;
 - 4.4.11 do not attempt to adversely affect the functionality or operation of the relevant Social Media service, its servers or its users; and
 - 4.4.12 do not harm the reputation and good standing of Coatesville Primary School or those within its community.

5. Breach of this policy

- 5.1 A breach of this Policy may also involve a breach of other Coatesville Primary School policies, and should be read in conjunction with the:
 - 5.1.1 Student Engagement, Well-being & Inclusion Policy;
 - 5.1.2 Positive Behaviours Model;
 - 5.1.3 e-Learning Policy; and
 - 5.1.4 e-Learning Agreement.

- 5.2 A breach of this Policy will be considered by the Principal and/or Assistant Principal and will be dealt with on a case-by-case basis.
- 5.3 All reports of cyber bullying and other technology misuse will be appropriately investigated and may result in a notification to police where the school believes it is appropriate or is mandated to do so.
- 5.4 Sanctions may include, but are not limited to, the loss of computer privileges, suspension, or expulsion from the school. Students and parents/carers must be aware that in certain circumstances where a crime has been committed, they may be subject to criminal investigation by the police over which the school will have no control.

This policy was last ratified by School Council on 25th July 2017