

Social Media Policy

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, mission, aims and expectations of the Mount Carmel College extended community.

Social media provides users with an opportunity to engage in online conversation, listen, share and collaborate with colleagues, peers and the extended community.

Mount Carmel College supports its extended community to engage with social media in the context of adding value to our learning environment and to communicate the values, mission and opportunities of the College in the broader community.

Guiding Principles

- Online behaviour should at all times demonstrate a Christ-centred respect for the dignity of each person.
- Mount Carmel College and Tasmanian Catholic Education Commission (TCEC) policies must always be observed, including the *Child Safe Organisation Policy*, the *Catholic Education Tasmania Child Safe Framework* and the *Mount Carmel College Child Safe Program*.
- Staff and student online interaction must occur only in an educational context. The *Maintaining Professional Boundaries Policy* must always be adhered to.
- Members of the Mount Carmel College Extended Community are strongly encouraged to maintain security and privacy with regard to their online identity and must respect the rights, privacy and confidentiality of others, as per the *Privacy Act 1988 (Cth)* and the *Personal Information Protection Act 2004 (Tas)*.

Definitions

Mount Carmel College

For the purposes of this Policy, Mount Carmel College is the Catholic College known as Mount Carmel College and situated at 361 Sandy Bay Road, Sandy Bay in Tasmania.

Social media

Sometimes described as social networking, social media refers to all social networking websites, services and tools used for creating, communicating, publishing, sharing and discussing information.

It involves a variety of formats for text, video, audio, images and user-generated content. It includes but is not limited to:

- Social networking sites and forums;

- Video and photo sharing sites;
- Blogs and micro-blogging;
- Online encyclopaedias and news aggregators;
- Review websites;
- Forums and discussion Boards;
- Vodcasting, Podcasting and Audio Casting;
- Online multiplayer gaming platforms;
- Instant messaging;
- Geotagging;
- Free group voice and video calling; and
- Applications (Apps) available on mobile devices for social media access.

Online Profile

An online profile or 'online identity' is information that represents a person, organisation or other social identity that is shared with public and private audiences through social networks.

Mount Carmel College has an official online profile on the following social media networks:

- Facebook - the Mount Carmel College Facebook page, the Mount Carmel College Parents and Friends Facebook page and the Mount Carmel College Old Scholars Association Facebook page;
- Instagram - The 'MCCHobart' Instagram page; and
- LinkedIn

The Mount Carmel College extended community

The Mount Carmel College extended community includes but is not limited to, students, staff, parents, carers, volunteers, alumni, associations (such as the Parents and Friends Association), governing bodies (such as the Mount Carmel College Board), contractors, subcontractors and suppliers to the College.

Policy Framework

This Policy applies to the Mount Carmel College extended community and to social media networking sites:

- that are authorised or administered by Mount Carmel College; or that have been branded with 'Mount Carmel College' but are not authorised or administered by Mount Carmel College; or
- where a post:
 - defames, bullies or harasses a member of the Mount Carmel College extended community; or
 - has the potential to bring the reputation of the College into disrepute.

The objectives of this Policy are to:

- Promote and maintain a culture of respect, engagement, openness, trust and integrity when using social media.
- Ensure use of social media is responsible, professional and lawful.
- Ensure social media is used in a productive manner.
- Ensure that the use of social networking technologies and tools do not place the College and College extended community at unnecessary operational risk, (e.g. security, safety, legal, crisis management or damage to reputation).
- Ensure compliance with relevant legislation and College and TCEC policies.

Policy Content

Mount Carmel College's social media websites or tools allow for official communications of the College for collaboration, sharing and messaging for the conduct of College business.

Rights and Responsibilities

Social media blurs private and public spheres. Mount Carmel College considers that all communications on social media sites and services to be permanent, public or potentially public, despite the availability of privacy functions or privacy settings.

The terms and conditions for all social media sites state that all content becomes the property of the site on which it is posted. Staff who use social media privately (regardless of privacy settings) need to ensure that their private comments or distribution systems do not bring Mount Carmel College or its reputation into disrepute and that material and content published does not breach this Policy.

The Mount Carmel College extended community is expected to show respect to others, including all members of the College community and also give due respect to the reputation and name of Mount Carmel College in their professional and personal use of social media.

Members of the Mount Carmel College extended community will ensure:

- All social media communication branded with 'Mount Carmel College' or 'Mount Carmel' is shared only through the Mount Carmel College Facebook page, the P&F Facebook page, the Old Scholars Facebook page, LinkedIn or any other social media networking site that is authorised by the Principal or the Principal's delegate and administered by Mount Carmel College.
- All future posts, updates, comments and broadcasts on Mount Carmel College social media profiles are authorised by the Principal or the Principal's delegate prior to distribution.
- All responses to posts, updates, comments and broadcasts on Mount Carmel College Social Media profiles are provided by or authorised by the Principal or the Principal's delegate prior to distribution.
- Responses to potentially defamatory posts, updates, comments, broadcasts or reviews are authorised by the Principal or the Principal's delegate prior to distribution.

Breach of the Social Media Policy

A suspected breach of the Social Media Policy can also mean a breach of other Mount Carmel College policies, procedures and guidelines, such as those listed in but not limited to this Policy document.

If a student, staff member or member of the Mount Carmel College extended community feels concerned or aggrieved by online content or behaviour, the following personnel are available to assist and support that individual should he/she need advice about the College's policies and their options for resolution;

- class and clan teachers,
- the Directors of Primary Years, Middle Years and Senior Years; and
- members of the Wellbeing Team

Content that allegedly breaches this or other College policies should be reported to the Principal or the Principal's delegate for appropriate action. Evidence of an alleged breach must be supplied and substantiated.

All alleged breaches will be investigated and documented and may result in disciplinary action.

Disciplinary action

Students, employees and members of the Mount Carmel College extended community are welcome to communicate and raise online issues, with all concerns will be addressed as quickly as possible.

All alleged breaches of this Policy will be recorded in writing and investigated. An individual found to be in breach of this Policy may be subject to the following:

- Students – will be subject to Restorative Practice and/or formal disciplinary action. Breaches will be reviewed on a case by case basis. All findings and decisions will be communicated to the student and the student's parents/carers in writing.
- Staff – will be subject to Restorative Practice and/or formal disciplinary action which could include termination of employment in the most severe cases. All findings and decisions will be communicated to the staff member in writing.
- Members of the Mount Carmel College extended community, including volunteers - may be subject to consequences such as withdrawal of access to College IT services, termination of volunteer status and arrangements, or civil or criminal legal proceedings. All findings and decisions will be communicated to the person in writing by the Principal or his/her delegate.

Supporting and Related Documents

Policies

- Bullying, Prevention and Intervention Policy
- CET Child Safe Framework
- Child Safe Organisation Policy

- Child Safe Program and all work systems, practices, policies and procedures comprising this Program
- Code of Conduct
- Cyber Safety Policy
- Cyberbullying Policy
- ICT Policy
- Maintaining Professional Boundaries Policy
- Mobile Phones (Student Use of) Policy
- Privacy Policy
- Professional Standards
- Relationships between Staff and Students Policy
- Respectful Relationships Policy
- School Grievance Policy

Legislation

- Australian Privacy Principles (2014)
- Child Protection legal and regulatory framework in Tasmania
- Personal Information Protection Act 2004 (Tas)
- Privacy Act 1988 (Cth)

Policy Review

This Policy shall be reviewed every three years, or in the event of any information or incident that demonstrates the need for a review, or any legislative or organisational change that would warrant a review.

Policy Dates

Implemented	21/08/18
Next Review Due	21/08/21

Policy Authorisation

Principal	Fiona Nolan
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Social Media Guidelines

Please refer to the *Mount Carmel College Social Media Policy* when reading these Guidelines.

Mount Carmel College Extended Community

- Ensure all online spaces set up for Mount Carmel College's purposes are approved by the Principal.
- Ensure Mount Carmel College branding, identity, values, educational principles and policy is maintained at all times.
- Ensure the use of social media is responsible, professional, ethical, lawful and used in a manner that is consistent with Mount Carmel College's Vision and Mission.
- Be clear that personal views are not necessarily the views of Mount Carmel College.
- Meet and model standards of behaviour that serve as an example to other people in the Mount Carmel College extended community.
- Ensure all content posted or published is accurate and not misleading.
- Ensure that all conversations and images associated with Mount Carmel College are appropriate. Hashtags are used to create conversations and group topics and can be searched.
- Ensure online behaviour reflects the same standards of respect and consideration that a reasonable person uses when communicating face-to-face.
- Use appropriate professional language in all communication.
- Carefully consider the tone and content of all posts.
- Ensure that the use of social networking technologies and tools do not place the College at unnecessary operational and organisational risk, (e.g. security, safety, cyber safety, legal liability, crisis management or reputation damage.)
- Respect brands, trademarks, copyright information and images
- Obtain written permission to reuse or reformat images and video from the College's website.
- Adhere to editorial guidelines designed for each social media platform.
- Use privacy settings to ensure that your personal information is kept private. Be aware that your friends can tag and share your information, providing a wider audience than you intended,
- Respect the rights, privacy and confidentiality of others, as per the *Privacy Act 1988 (Cth)* and the *Personal Information Protection Act 2004 (Tas)*.

In other words:

- Do not post images or videos unless permission has been obtained from the subject/s of the images or videos or their parents/carers as appropriate.
- Do not bully, intimidate, abuse, harass or threaten others.
- Do not make defamatory comments.

- Do not use obscene or offensive language towards others.
- Do not post or publish content that is inappropriate, threatening, hateful, or incites violence against others.
- Do not impersonate or falsely represent another person.
- Do not harm the reputation of the College in the community.

Staff

- Mount Carmel College generated profiles on social media platforms need to be consistent, accurate and kept up to date by a person who is officially authorised to publish content on Mount Carmel College social media networking sites.
- Staff members can potentially be in breach of this Policy if they are members of another group (e.g. sporting or community group) that students also belong to outside of Mount Carmel College. In this scenario, the staff member needs to be respectful of the Mount Carmel College Social Media Policy and provide details to the Principal at Mount Carmel College.
- Keep your private and professional use of social media separate and ensure that personal social networking online is congruent with the professional standards expected of an employee of Catholic Education Tasmania.
- When your employment at Mount Carmel College ceases ensure that all passwords and login details are provided to the ICT Manager.
- Where reasonably practicable, ensure that students are supervised when online.
- Ensure the provision and use of social media for student learning is age appropriate with consideration given to both the maturity of the learner and any age restrictions as per the Social Media Policy's terms of service.
- Do not respond to personal requests for help or advice from students through social media and report all such requests to the Principal.
- Do not disclose any confidential or staff-access-only information or images that are the intellectual property of Mount Carmel College.