



ST VIRGIL'S COLLEGE

A Catholic boys school in the Edmund Rice tradition

Social Media Policy



EDMUND RICE EDUCATION
AUSTRALIA

POLICY STATEMENT:

Students, staff and visitors will exercise good judgement when utilising social media via the College's Information Communications Technology (ICT) system and will communicate in line with the mission and values of the College. The College will reserve the right to review usage of the ICT network and to take disciplinary action should usage contravene the law, the mission of the College or result in a reduction in staff or student productivity.

All social media communications must comply with the College's Privacy Policy which incorporates the Australian Privacy Principles contained in Schedule 1 of the Privacy Amendment (Enhancing Privacy Protection) Act 2012, which amends the Privacy Act 1988.

RATIONALE:

The College recognises that students, staff and visitors have access to a wide variety of communication mediums and encourages responsible usage in line with the College's Electronic Usage Policy. St Virgil's College acknowledges the value of social media as a corporate communications and community-building tool if utilised effectively and appropriately. The College encourages users to communicate online in many ways, such as through social media, professional networking sites, blogs, and personal web sites. However, all users should exercise discretion in all discussions online, consistent with the mission and values of the College and must ensure that the use of social media is lawful and does not interfere with work duties or student study.

The policy and accompanying guidelines are intended to provide clarity to staff and students on how to conduct themselves in the emerging world of social media. The Policy is consistent with the Tasmanian Catholic Education Office policy relating to the usage of social media within schools.

PRINCIPLES:

1. These social media guidelines apply to all students, staff, contractors, Board members and volunteers utilising the College's ICT network or engaging in activities that relate to the operations of the College.
2. Social media tools are defined in this policy as all online media which allow user participation and interaction. Some common examples are:
 - social networking sites, e.g. Facebook, MySpace, Bebo, Friendster
 - video and photo sharing web sites, e.g. Flickr, YouTube, Blip.tv

- micro-blogging and activity stream sites, e.g. Twitter, Jaiku, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
- online encyclopaedias, e.g. Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis

3. Inappropriate usage of social media could take the form of:

- Breach of the College's mission and values as outlined in the 2016-2020 Strategic Plan, the Charter for EREA Schools and the Archbishop's Charter for Catholic Education.
- Plagiarism or breach of copyright when using or repurposing material.
- Excessive time used browsing social media applications leading to a significant decline in productivity.
- Inappropriate use of language or images that portray the College in a poor light.
- Actions that bring the brand and reputation of the College into disrepute.
- Representing themselves as someone else either within the College or outside of the College.
- Making promises or statements regarding the College's operations which are misleading, fraudulent or false.
- Disclosing personal information relating to students, staff or volunteers, or official information which is confidential or commercial-in-confidence.
- Use of social media to defame, bully or discredit another individual, group or organisation. In such cases victims will be encouraged to exercise their full legal rights in relation to breaches of relevant laws.
- Conducting private business.
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content.
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose).
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Accessing, downloading or transmitting any material deemed to be illegal under Tasmanian or Australian Commonwealth law.
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a

particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.

- Compromising the privacy of any person.
- Attempting to gain unauthorised access to the computing resources of other organisations.
- Disruption of the integrity of the College's data or information services.

4. Staff, students, visitors and volunteers making official use of social media must:

- read, understand, and comply with the College's Electronic Usage Policy.
- recognise that the Electronic Usage Policy also applies to social media: Users **must not** access inappropriate material on the Internet via a web browser or other software tool.
- avoid any statement that might bring the College into disrepute.
- not commit the College to any action or initiative without appropriate authority.
- not disclose official information unless authorised to do so or unless it is already in the public domain.
- be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
- be apolitical, impartial and professional, and avoid any statements that might be interpreted as being in contravention of the teachings of the Catholic Church and the values of St Virgil's College.

RESPONSIBILITIES:

The Principal

The Principal has the responsibility to ensure compliance with this policy.

Policy Committee

The Policy Committee in consultation with the ICT Committee has the responsibility for the development of procedures that guide the implementation of this policy.

Deputy Principal and Head of Junior School

The Deputy Principal and Head of Junior School have the responsibility to ensure that this policy and its procedures are in place.

REVIEW:

This policy was reviewed in 2018 and will be reviewed next in 2021 or at an earlier time determined by the Board. Given the rapidity of change in this area it is recommended that procedures are reviewed on an annual basis.