

Social Media Policy 2017

Staff, Parents and Students

Acceptable Use Policy

Social Media for Promotion

Version Number

1.0

Implementation Date

22/11/2016

Scope

Applies to Northpine Christian College and all associated clubs, associations and affiliations.

Purpose

To ensure that all online communications made on behalf of Northpine Christian College using social media are consistent with the college's procedures and policies as well as applicable laws concerning privacy and copyright.

Overview

Not applicable.

Responsibilities

School Staff:

- establish an official school social media presence or site only when instructed to do so by the principal
- contact the ICT department to discuss the establishment and creation of new accounts

Principals:

- approve the establishment of social media accounts for the school
- ensure that any official College social media presence or site is managed and updated by school staff. Non-school staff are not permitted to establish or maintain social media accounts on behalf of the College
- approve all content (may be delegated)

Students:

- expected to show respect for others
- expected to give due respect to the reputation and good name of the College
- respect the rights and confidentiality of others
- do not impersonate or falsely represent another person
- do not bully, intimidate, abuse, harass or threaten others
- do not make or forward defamatory comments
- do not post content that is hateful, threatening, pornographic or incites violence against others
- do not film, photograph or record members of the college community or use any film, photographs or recordings without express permission of the college

Parents and Friends:

- consult with the school principal to arrange promotion of the P&F via the college's social media presence

Process

Account/s

Before the account is established, the resources required to monitor, update and moderate social media websites should be seriously considered. Social media is a 24 hour a day, 7 days a week medium. Social media accounts like



Facebook need to be monitored after hours, on weekends and on holidays.

Social Media sites should be established for the entire school not for separate classes, areas or events like fetes, anniversaries or campaigns. Consider if there truly is a need for you to establish an account. Is your audience the same as the College corporate account? If so, capitalise on the established audience instead of starting without any followers.

Before establishing a Facebook, Twitter or YouTube account complete the appropriate checklist (see Appendix 1).

When establishing an account, the approved school-based administrator must ensure that it is not linked to personal pages, sites or information. Parents should not establish, monitor or administrate pages for schools. Northpine Christian College requires all social media accounts contain certain information and have high security settings.

Departmental or College information is to be used when establishing the account and a generic email address should also be used that can be accessed by a range of people. If the initiative has a specific end date this should be clearly stated in the information or notes.

Once your account has been approved by the principal (see Responsibilities), the Northpine ICT department must be emailed the following information:

- login and password
- the account's purpose
- officers authorised to access the account

Administrator/s

Schools principals:

Nominate one or more staff members to administer the site. Administrators should respect the privacy of individuals who choose to follow / like the social media account.

Comments and discussions

Social media is a two-way conversation and administrators must be prepared to allow individuals to comment and post to the page. Even if an administrator decides to turn off the post setting, individuals are still able to comment underneath posts.

Northpine Christian College Acceptable use guidelines (see Appendix 2) are to be made easily available for individuals accessing the Social Media pages in the 'Notes' section. The intent of these guidelines is to ensure individuals are able to contribute views to the page or site without being exposed to inappropriate content, offensive language or discriminatory views. All comments are to be moderated by the administrator in a timely manner.

Fans, friends or following

Administrators:

College pages or sites should not follow any businesses, political parties or religious organisations and due care must be taken when following individuals.

Profanity block list

Administrators:

In the settings section of the Facebook account, the profanity block list should be on 'Strong'. A range of words can also be added to the 'Moderation blacklist'.

Name squatting

Administrators:

Social media sites reclaim accounts if they are inactive for an extended period of time (in most cases 6 months). It is recommended departmental areas do not create accounts unless they are prepared to update them on a regular basis.



Posts

Principal:

Approve and check that the information in posts is suitable for release to the public and does not contain any information that is restricted or sensitive to the College operations. Posts are to be apolitical, impartial, professional and sensitive to the diversity of the Australian public.

Do not post any material* that:

- is racist, hateful, defamatory, libellous, derogatory, threatening, harassing, abusive, discriminatory or humiliating to another person or organisation
- is pornographic or contains nudity
- vilifies individuals based on their religion, gender, race or sexuality
- contains material (written, audio, video and other electronic forms) that infringes Intellectual Property rights such as copyright
- contains personal information about another individual without their consent (including identifying information, email addresses, phone numbers or private addresses)
- falsely represents another individual, organisation, government or entity
- infers endorsement of a product, business, company or organisation
- promotes a product, business, company or organisation
- is a statement that may interfere with or prejudice the course of or otherwise deals with civil or criminal proceedings that are presently before any court, tribunal, commission or similar body or any investigation by the police, Crime and Corruption Commission or other agency

* Material includes text, photos, graphics, account names/usernames and account images/profile pictures.

Profile pictures and profile design

Profile pictures should be the College logo, approved design or suitable image. The designated images should be included with the General Briefing Note (if required).

School Websites

The College should ensure that the website is regularly updated so individuals without social media accounts can access relevant and up-to-date information.

Uploading images, information, podcasts or videos

Staff should not post images or recordings of students including copyright materials without specific parental consent. To obtain parental or guardian consent staff should use the college consent forms that are part of the Media Release procedure.

Administrators should ensure that photos are appropriate, not tagged and disparaging comments are not placed underneath. Staff must not use image hosting sites or apps such as Vimeo, Instagram, Pinterest, Flickr, Picasa, Image Shack or the like as informed consent cannot be obtained from parents, carers or guardians. Before uploading content staff will need to check they have correct consent and that the content does not infringe copyright laws. To assist individuals with visual or hearing disabilities, title images, videos or photos with a descriptor or title should be used.

Breach of this Policy

A breach of this policy may also involve a breach of other College policies and should be read in conjunction with the:

- Bullying and Harassment and Cyberbullying Policy
- Student Code of Conduct
- iPods and electronic devices Policy
- ICT Handbook
- Use of Computers and Internet Agreement

All reports of cyberbullying and misuse of technology will be investigated by administration and may result in a notification to police where the college is required to do so. Sanctions may include, but are not limited to, the loss of

computer privileges, detention, suspension or expulsion from the College. Where a crime has been committed, the college may have no option but to refer the matter to police.

Definitions

Administrators

The administrator/s are the approved individual/s who maintain social media accounts on behalf of the school or department. Administrators cannot be parents, community members or P&F members; they must be departmental employees.

Comments

Comments are placed under posts by individuals with Facebook accounts, these cannot be blocked but may be hidden as Spam.

Posts

Posts refer to information placed on social media pages by the account administrator.

Spam

Facebook will hide comments by account holders deemed as inappropriate. Administrators may also mark posts as Spam.

Social Media

Refers to all social networking sites and apps such as Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube, MySpace, MSN, Stumbleupon and includes email and mobile devices.

Authority

- Right to Information Act 2009 (Qld) Chapter 1 and Chapter 2 Part 1
- Copyright Act 1968 (Cth) Parts II, III, IV, VB, VII and IX
- Information Privacy Act 2009 (Qld) Chapters 1-2 and Chapter 3 Part 1

Contact

For further information, please contact:

Principal

Graham Baird

Deputy Secondary

Jaco Tams

Deputy Primary

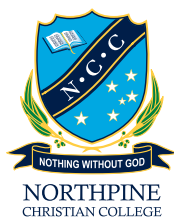
Shane Blake

Phone: (07) 3204 6511

Fax: (07) 3886 1405

Email: office@northpine.qld.edu.au





Social Media Establishment Checklist

Introduction

This checklist is designed to assist departmental areas assess the appropriateness and validity of establishing social media accounts. The checklist also highlights ongoing responsibilities in relation to maintaining social media accounts.

Please circle 'yes' or 'no' to the following questions to assess suitability.

1. Have you contacted Community Engagement and Partnerships to discuss the appropriateness and need for establishing a corporate social media account?	Yes	No
2. Does your proposed social media account differ in terms of audience, messages and approvals to the DET corporate social media site?	Yes	No
3. Social media accounts like Facebook need to be monitored after hours, on weekends and on holidays. Do you have one or more staff members prepared to do this?	Yes	No
4. Have you considered how staff members will be compensated for personal time used monitoring social media?	Yes	No
5. Do you have a generic email account that can be used to establish the account?	Yes	No
6. Have you established: <ul style="list-style-type: none"> Who will write the posts? The correct tone for the posts and the type of messages you want to post? Who will approve the posts? (Principal) 	Yes	No
7. Have you considered: <ul style="list-style-type: none"> How you will respond to posts – negative and positive? Who will give approval to respond to these posts? (Principal) 	Yes	No
8. Have you spoken to staff about their social media security settings? Have you explained that if they 'like' or 'follow' the page they need to make sure their accounts cannot be accessed by other users of the site.	Yes	No
9. Have you read the Terms of Service on the nominated Social Media sites? <ul style="list-style-type: none"> http://www.facebook.com/terms.php?ref=pf http://twitter.com/tos http://www.youtube.com/t/terms 	Yes	No
10. Have you read Social Media for Promotion?	Yes	No

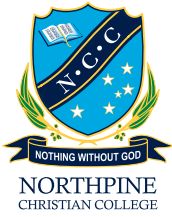
If you circled 'yes' to all questions, it is likely that the proposal is acceptable.

College staff must seek advice from the ICT department before establishing social media accounts.

If you circled 'no' to any of the questions, then it is unlikely that the proposed social media account is acceptable, and further negotiations will be required to bring it into line with the policy. Please contact the ICT department for further advice.

Contact:

ICT Department
Phone: (07) 3204 6504
Email: support@northpine.qld.edu.au



Social Media

Acceptable Use Guidelines

These guidelines are to ensure individuals can contribute their opinions and views without being exposed to inappropriate content, offensive language or discriminatory views.

When contributing, do not post any material* that:

- is racist, hateful, defamatory, libellous, derogatory, threatening, harassing, abusive, discriminatory or humiliating to another person or organisation;
- is pornographic or contains nudity;
- vilifies individuals based on their religion, gender, race or sexuality;
- contains material (written, audio, video and other electronic forms) that infringes Intellectual Property* rights such as copyright;
- contains personal information about another individual without their consent (including identifying information, email addresses, phone numbers or private addresses);
- falsely represents another individual, organisation, government or entity;
- infers endorsement of a product, business, company or organisation;
- promotes a product, business, company or organisation;
- is a statement that may interfere with or prejudice the course of or otherwise deals with civil or criminal proceedings that are presently before any court, tribunal, commission or similar body or any investigation by the police, Crime and Corruption Commission or other agency.

Northpine Christian College retains the right to 'Mark as Spam' any content that does not comply with the above guidelines, irrelevant or otherwise unsuitable.

Individuals should note:

Northpine Christian College will not republish any personal opinions, views or personal information published on the website, unless:

- required by law;
- disclosure is necessary to prevent self harm or the harming of an individual;
- consent has been provided to do so.

*Intellectual Property covers a wide range of rights, including copyright, patents, individual designs and trademarks that protect the product of original and creative effort. Copyright owners can prevent others from reproducing or communicating their work without the owner's permission.

*Material includes text, photos, graphics, account names/usernames and account images/profile pictures.



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