

Social Media Policy

Aim

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

Policy statement

Lysterfield Primary School and its employees participate both professionally and personally in social media online applications as defined by DEECD Schools Policy and Advisory Guide Using Social Media Guidelines. This includes social networking sites (e.g. Facebook, LinkedIn, Myspace), Video and Photo sharing websites (e.g. Flickr, Youtube), wikis, blogs, micro blogs, Vod and podcasts, Video conferences and web conferences, e-mail and instant messaging. These platforms allow people to easily publish, share and discuss content. This policy provides guidelines for acceptable use on these platforms by Lysterfield Primary School Staff.

Social Media

At Lysterfield Primary School social media provides an opportunity to:

- engage and interact with various audiences such as parents, students, staff and the wider community
- improve and increase staff expertise and confidence.

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 DEECD. The department will enforce these five standards as and when appropriate:

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

Audience and applicability

The terms and conditions contained in this policy document apply to all Lysterfield Primary School employees and all casual, temporary and contract staff.

This policy should be read and interpreted in conjunction with:

- 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-sector-employees-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
 - Acceptable Use Policy for the Department's ICT Resources
<http://www.education.vic.gov.au/school/principals/infrastructure/Pages/acceptableuse.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-of-conduct/Pages/default.aspx>

Social Media Guidelines

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 colleagues and communities. Staff at Lysterfield Primary 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 DEECD 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.

Facebook

At Lysterfield Primary School, Facebook is primarily used as a tool for celebration of achievements with school community and as a secondary point of communication to the school community (supplementary to newsletters, our school website and e-mail communication).

Lysterfield Primary School has a comprehensive Facebook Policy which includes a Code of Conduct and should be referred to for further information.

Responsibilities and delegations

The principal will ensure this policy is understood by staff working within the school and is responsible for monitoring and evaluating the effectiveness of the policy

Evaluation

This policy will be reviewed annually and as part of the school review cycle.