SOCIAL MEDIA POLICY FOR STAFF

RATIONALE:
The purpose of this policy is to encourage acceptable and beneficial use of social media by staff employed at the Academy of Mary Immaculate. It is recognised that most employees may use or interact with social media at work and in a personal context.

There is great potential for the use of social media in school communities in terms of educational outcomes and as a means of communication. However, employees also need to understand the expectations of the College when using social media in a professional and personal capacity as there are also workplace risks that must be appropriately managed.

WHAT IS SOCIAL MEDIA
Social media (sometimes referred to as ‘social networking’) are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new and innovative social media sites being developed almost every day. It is expected Staff are able to determine what social media platform adds value to the delivery of the curriculum at the College.

Social media can include, but is not limited to;
- sites such as Facebook, Twitter, YouTube, LinkedIn and Instagram;
- contributions to message boards and wikis, blogs;
- websites and smartphone application activity;
- emails;
- Online Forums;
- Collaborating and sharing files using Google docs, Google drive, Microsoft Skydrive, Dropbox.

For definitions and further information please refer to Appendix – Types of Social Media

WHEN DOES THIS POLICY APPLY?
This policy applies to you when you engage in social media activity in the following circumstances:
- While you are performing work for this College, regardless of where it is performed.
- When you use the College’s IT systems or equipment, even if you are engaging in personal use.
- When you convey information about the College.

SOCIAL MEDIA RISKS
The following are some of the major risks associated with the use of social media:
- Reputational damage to organisations and people;
- Disclosure of confidential information;
- Posting of offensive, bullying, harassing, and discriminatory material;
- Misuse of intellectual property; and
- For teachers, breaching the Victorian Teaching Profession Code of Conduct issued by the Victorian Institute of Teaching.

GENERAL GUIDELINES
- Protect confidential and proprietary information: do not post confidential or proprietary information about the Academy of Mary Immaculate, Staff, Students, Families or Alumnae.
- Respect copyright and fair use: when posting, be mindful of the copyright and intellectual property rights of others and of the College. For example, the College crest is a registered Trademark and should not be used without the Principal’s written permission.
• **Think twice before posting:** privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect on both you and the College.

**COLLEGE EXPECTATIONS**

• **Advise the IT Helpdesk department:** ensure you advise the IT Helpdesk department before creating a social media profile. This keeps a record of the College’s online presence and will provide you with useful information and resources.

• **Age & Parental Restrictions:** be aware that by law, students under the age of thirteen are not permitted to have profiles on many social media sites. Also be aware that some parents do not allow their daughters to have social media profiles. If you are creating a social media profile for your class, please ensure the Head of eLearning/Systems Manager is advised before emailing or posting a letter to the parents/guardians requesting they respond if they do not want their daughter to participate. Contact with parents must be on the approved College email or letter template.

• **Strive for accuracy:** ensure facts are correct before posting on social media. From a professional perspective always review content for grammatical and spelling errors.

• **Protect the College image:** content on social media sites should protect the College’s image by always remaining professional in tone and in good taste. Online content should not reflect negatively on the College brand, image or be in violation of the College values.

• **Protect Individual Privacy:** be mindful of sharing too much information about individuals through social media. Consent must be obtained from Parents/Legal Guardians before individual student photographs or videos are uploaded to social media sites. Photographs of Students may only be done for educational purposes and the full Student name should not be posted. Christian names only if needed should be used.

• **Maintain Standards:** as an employee of the Academy of Mary Immaculate, please ensure your social media activity maintains the standards and expectations of the College. Activities that may be deemed inappropriate include, but are not limited to;
  - Use of inappropriate language, whether it be explicit, sexual or threatening.
  - Speaking ill of employers, colleagues, families, students or alumni.
  - Uploading inappropriate photographs or videos.

• **Student “friends”**: In the interest of protecting staff and student privacy the College expectation is that Staff does not “friend” current students with their personal profile. There are no exemptions to this expectation.

**FURTHER INFORMATION**
For further information, or to ask a question about this policy, please contact the Head of eLearning/Systems Manager of the College, Mr. Jim Constantinou via email at jconstan@academy.vic.edu.au or by phone on (03) 9412 7159

**REFERENCES**
• “Social Media and the Law 2014 – Managing the Legal Risks for your Business”
• ICON – “Guidelines for incorporating Social Media into Acceptable Use Policies” and the listed websites in this document.

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<td>Person Responsible</td>
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STAFF MEMBER DECLARATION

☐ I ____________________________________________ being a Staff member of The Academy of Mary Immaculate hereby acknowledge that I have read the above policy on Social Media.

☐ I understand and abide by the College expectations and guidelines listed in this document. I agree in all circumstances that I will abide by the acceptable standards of behavior set by the College for the use of social media.

☐ I understand if the College considers that a Staff member has in any way failed to comply with this policy, it may:
  • immediately remove the Staff Member’s access to any part of the College’s computer system (including e-mail or Internet);
  • audit and view all material viewed on, sent to and from its computer system (including Internet sites and e-mail attachments); and/or
  • take appropriate disciplinary measures against the Staff Member as outlined in the VCEMEA 2013.

Name:_____________________________________

Signature:_______________________________

Date:________________________
APPENDIX 1 - Types of Social Media

The list below is a guide to the current known types of social media including but not limited to:

- **Social networking sites**: are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends (e.g. Facebook, Edmodo, Myspace, LinkedIn, Yammer, and Twitter).

- **Video, audio and photo sharing websites**: are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over (e.g. Flickr, YouTube, iTunes U, Vimeo, SoundCloud, Instagram, Pinterest).

- **Blog**: A blog (short for web log) is a kind of online diary, where you regularly post about your life, your hobbies, business, news or other interests. It is a way of having your own space in the virtual world. It involves interacting with blogs that include corporate blogs and personal blogs (e.g., WordPress, Blogger). This also includes interacting with blogs hosted by media outlets, e.g. ‘comments’ or ‘your say’ feature on theage.com.au.

- **Microblogging apps**: are websites that post micro-blog like posts to announce what you are currently doing (e.g., Twitter, Yammer, Tumblr).

- **Location-based apps**: (also known as Geolocation) are applications with the capability to detect and record where you and other people are located.

- **Wikis**: are websites where users create, edit and share information about a particular subject or topic. This includes interacting with wikis and online collaborations, e.g. Wikipedia, Wikispaces and interacting with forums, discussion boards and groups, e.g. Google groups, Whirlpool.

- **Online gaming**: are games played over some form of computer network and are often based around a community of users (e.g., Steam).

- **News aggregation**: news aggregators provide a list of the latest news stories published by users from a range of different web sites (e.g., Digg).

- **Ning**: an online platform for people and organizations to create custom social networks around specific interests. Ning offers the ability to create an invited closed community website with a customised appearance and feel, feature sets such as forums, blogs, photos, and videos.

- **Forums or message boards**: are online discussion sites where people can hold conversations in the form of posted messages.

- **Online multiplayer gaming platforms**: are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (e.g., World of Warcraft).