



## SOME GUIDELINES FOR MBC/MBBC PARENTS WHEN USING SOCIAL NETWORKING

The following guidelines have been developed to support parents as they communicate with others *within the MBC/MBBC community*. The Colleges support the practice of positive communications and interactions to build relationships with other families. Social Media is a vehicle that has many benefits for this type of communication. Some groups have already set up Facebook pages that are password protected. The guidelines below exist to assist in helping parents to ensure responsible and ethical practices and to protect you and your children in a global on-line environment. We believe the facts below are essential for all users to be aware of, including other parents in your educational setting (e.g. year level). As social media provides a highly visible face to the wider community, these pages must be monitored closely to avoid any risk and ensure integrity of MBC/MBBC's reputation.

Examples of current popular social networking sites:

- Facebook
- Instagram
- iMessenger
- Tumblr



### Settings

- A year level facebook page must be a closed group, where members are accepted by the administrator/s of the group.
- The option "*Any member can add members, but an admin must approve them*" must be selected.
- Only members can post in the group.
- Ensure all settings are set to 'private' on the site. There should be only one or two people who have the responsibility of approving new members.
- Even if settings are private there is a risk of there being an audience beyond *friends*. You cannot be certain of your *friends'* settings.
- The page must be deactivated once the group changes (e.g. class change from year to year) or is no longer required.

**Note:** An interesting exercise is to Google yourself and your children to see what comes up in a search. This will alert you to any material on line that may not be protected or private.

### Use of photos

- Any photos uploaded should have the permission of parents of all children in the photo and/or the staff member if in a photo,
- Regardless of parents choosing to be a member of this group, it is essential that all parents are aware it exists so that if they are uncomfortable with their child's face being uploaded in a photo that someone posts, the 'administrator' can monitor this.
- Permission must also be gained for MBC/MBBC College staff to post photos if they can be identified
- Staff/teachers are able to advise if there are any concerns with regard to media permission for individual students in a class group and still maintain confidentiality.

It is important to note that

- Facebook and Instagram actually 'own' all photos posted on their sites and therefore are able to reuse or even sell photos.
- Even though on sites such as snap chat photos are only displayed for a short time (60sec) the photos are saved to their database.



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Golden Rule:

Only post what you would be comfortable with seeing on the front page of the newspaper

Protocols

- The MBC/MBBC logo cannot be used.
- Only first names should be used.
- Any questions about the teaching and learning program must be directed to the teachers, (MBC) Head of Primary or the Deputy Head of Primary (Curriculum) or (MBBC) Head of Middle/Senior School.
- Staff names should not be posted.
- No addresses should be posted.
- Take care with noting events, dates and locations to ensure Child Protection is considered.
- Discussions or posts referring to MBC/MBBC must be in positive, appropriate language. Any issues or concerns need to be addressed with appropriate personnel at the College.
- It must be optional for parents/families to be members of a group.

It is recommended that the utmost care be taken to ensure the privacy of all individuals associated or linked with any Social Networking sites. Moreton Bay College/Moreton Bay Boys' College will not accept any liability for a breach of the Commonwealth Privacy Act that results from a Social Networking site that has been established by an individual or group of individuals and is not under the direct control of the Colleges.

*If it is reported to the Colleges that the above guidelines have not been followed, then the College (MBC/MBBC) would investigate and take appropriate action as required.*

Should you have any queries regarding any of the above, please contact either (MBC) [marketing@mbc.qld.edu.au](mailto:marketing@mbc.qld.edu.au) or (MBBC) [marketing@mbbc.qld.edu.au](mailto:marketing@mbbc.qld.edu.au)