



GUIDELINES FOR THE USE OF DIGITAL SOCIAL MEDIA

All members of the Colleges' communities should use digital social networking for constructive purposes where the outcomes result in a positive digital footprint for individuals and for the Colleges.

It is important that digital social media sites are used in a positive, supportive manner. It is against the Colleges' policies and a possible violation of current legislation, including the privacy of staff and students, to disclose or discuss any personal information about staff, students, Board members or the wider Colleges' communities without their consent, both in use of school technology at school or in use of personal technology beyond school. Any such action may result in a disciplinary response from the Colleges or legal action.

Examples of such activities may include:

- a) Online discussion of any personal information that inappropriately identifies or infers the identity of any students at the school, members of staff, or parents of the Colleges or the Colleges themselves.
- b) Publishing any negative personal opinions they may have about the Colleges or anyone associated with the Colleges.
- c) Placement or publication of identifying photographs of any students, members of staff or the Colleges itself on the internet or other technology at any time without appropriate approval.
- d) Placement or publication of any material that identifies the Colleges in any way on the Internet or other technology at any time without appropriate approval.

Digital social media refers to a group of internet-based applications that allow the creation and exchange of user created content. It depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, create, discuss, and modify user generated content.

Popular digital social media sites include but are not limited to: Facebook, Twitter, Instagram, Tumblr, YouTube, Google+, iMessenger

RIGHTS AND RESPONSIBILITIES OF INDIVIDUALS

All individuals are expected to show respect to others, including other members of the Colleges' community. Students, staff and parents are also expected to give due respect to the reputation and good name of the Colleges.

When using Digital Social Media, individuals are expected to ensure that they:



GUIDELINES FOR THE USE OF DIGITAL SOCIAL MEDIA

- 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 defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the Moreton Bay Colleges' Community;
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
- Do not harm the reputation and good standing of the Moreton Bay Colleges' or those within its community;
- Do not film, photograph or record members of the Colleges' community or use film, photographs or recordings without express permission of the respective Colleges.

Included in these guidelines is the posting of any content or material which may be personal in nature and not of direct relationship to a staff member's professional capacities, but which poses a risk of damage to the reputation of a member of the College's communities, to either College, or to the ethical standards and moral values upheld by the Colleges.

Any member of staff who has legitimate cause to use social media to communicate with students should seek permission in writing from the respective Head of College before proceeding with this form of communication.

Members of staff are not permitted to communicate with current students via electronic means using technological tools which are not sanctioned by the Colleges. Staff are only permitted to use school-sanctioned technology to communicate with students on matters which relate to the student's schooling. Hence members of staff should not invite students into their personal digital social networking site or accept an invitation to theirs. They should not use digital social networking sites to email or contact students without the permission in writing from the respective Head of College.

If uncertainty exists, please discuss with the respective Head of College.

The final decision in regards to what is acceptable rests with the Principal.

GUIDELINES FOR PARENTS

Social Media is a vehicle that has many benefits for communicating with others within the MBC/MBBC community. 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.



GUIDELINES FOR THE USE OF DIGITAL SOCIAL MEDIA

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.

Settings

- A year level Facebook page (or equivalent) 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 administrator 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.
- 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 Snapchat 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), Head of Secondary Teaching and Learning 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) will investigate and take appropriate action as required.

Should you have any queries regarding any of the above, please contact either (MBC) community@mbc.qld.edu.au or (MBBC) admin@mbbc.qld.edu.au .

Office Use Only

Version:	25 June 2014
Revision Date:	September 2015
Document Owner:	Head of College