



Social Media Policy

Relevant Legislation	Privacy Act 1988 (Commonwealth) Work Health & Safety Act 2012 Anti-Discrimination Laws (Commonwealth) Anti-Discrimination Act 1998 Copyright Act 1968
Commencement Date	June 2016
Review Date	June 2019

1. Purpose

Social media provides users with an opportunity to engage in online conversation, listen, share and collaborate with colleagues and the broader community. The Hutchins School supports its staff, students and community (including volunteers) to engage with social media in the context of adding value to our learning environment.

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values, mission, aims and expectations of the School's community.

2. Scope

This policy applies to the staff and students of The Hutchins School and other members of The Hutchins School community including volunteers. This policy applies to social media and networking sites:

- that are authorised or administered by The Hutchins School **or**
- where a post (including those outside of The Hutchins School)
 - defames, bullies or harasses a student, family, staff member; or
 - has the potential to bring the reputation of the School into disrepute.

3. Objectives

The objectives of this policy are to:

- Promote and maintain a culture of kindness, engagement, openness, trust and integrity when using social media.
- Educate staff, students and members of the Hutchins School community including volunteers in the responsible use of social media.
- Ensure staff, students and members of The Hutchins School community including volunteers are familiar with the School's standards and expectations when using social media and social networking services.
- Ensure use of social media is responsible, professional, lawful and used in a productive manner.
- Ensure that the use of social networking technologies and tools do not place the School at unnecessary operational risk, (e.g. security, safety, legal, crisis management or damage to reputation).
- Ensure compliance with relevant legislation and School policies.

4. Definitions

Privacy Settings	
Social media	<p>Sometimes described as social networking or web2.0 technologies, social media refers to all social networking web sites, services and tools used for creating, publishing, sharing and discussing information. It involves a variety of formats for text, video, audio, images and user-generated content. . It includes but is not limited to:</p> <ul style="list-style-type: none"> • Social networking sites and forums (e.g. Facebook, Instagram, Google, Google+ LinkedIn) • Video and photo sharing sites (e.g. Youtube) • Blogs and micro-blogging (e.g. Tumblr, WordPress, Twitter, Yammer) • Wikis (e.g. Wikipedia) • Vodcasting and Podcasting • Online multiplayer gaming platforms (e.g. World of Warcraft) • Instant messaging (eg, Skype, ,Skype for Business, SMS) • Geotagging (e.g. Foursquare) • Free group voice and video calling (eg WeChat and WeBo)
The Hutchins School Community	<p>For the purpose of this policy, the Hutchins School community includes parents, volunteers, Alumni, Associations (such as Old Boys, Parents Association), governing bodies (such as The Hutchins School Board and the Foundation Board) and contractors/subcontractors to the School.</p>

5. Policy Information

The Hutchins School may provide staff, students and members of the School community (including volunteers) with social media web sites or tools that allow official communications of the School for collaboration, sharing and messaging for the conduct of School business. This means that the use of these sites and tools is related but not limited to the School's Policies such as the Kindness Policy, and Code of Professional Conduct.

5.1 Rights and responsibilities

Social media blurs private and public spheres. The Hutchins School considers that all communications on social media sites and services to be permanent, public or potentially public, despite the availability of privacy functions or privacy settings. The terms and conditions for all social media sites state that all content becomes the property of the site on which it is posted.

Staff who use social media tools privately (regardless of privacy settings) need to ensure that their private comments or distribution systems do not bring The Hutchins School or its reputation into disrepute and that material and content published does not breach this policy.

Staff, students, volunteers, parents and carers are expected to show respect to others, including all members of the School community and also give due respect to the reputation and name of The Hutchins School in their professional and personal use of social media.

When using social media, staff, students and members of the Hutchins community including volunteers are expected to:

- Ensure their online behaviour reflects the same standards of respect and consideration that a reasonable person uses when communicating face-to-face.
- Respect the rights, privacy and confidentiality of others, as per the Privacy Act.
- Ensure all content posted or published is accurate.

- Not impersonate or falsely represent another person.
- Be clear that personal views are not necessarily the views of The Hutchins School.
- Do not disclose any confidential or staff-access-only information or images that are the intellectual property of The Hutchins School.
- Do not post images of student unless permission has been provided by a parent/carer.
- Not bully, intimidate, abuse, harass or threaten others
- Not make defamatory comments
- Not use obscene or offensive language towards others
- Not post or publish content that is inappropriate, threatening, hateful, or incites violence against others
- Not harm the reputation of the School in the community
- Ensure the provision and use of social media for student learning is age appropriate with consideration given to both the maturity of the learner and any age restrictions as per the Social Media Policy's terms of service.

When using social media services, staff and members of our School community will also meet and model standards of behaviour that serve to:

- Ensure compliance with relevant legislation.
- Ensure use of social media is responsible, professional, ethical, lawful and used in a manner that is consistent with our vision and mission.
- Ensure that the use of social networking technologies and tools do not place the School at unnecessary operational risk, (e.g., security, safety, legality, crisis management or reputation damage).
- Respect brand, trademarks, copyright information and images. Do not reuse or reformat images and video from the School's website without permission.

5.2 Principles of engagement

- Be respectful, ethical, cordial, honest, kind, credible, accurate, fair, thorough and transparent
- Listen before you talk. Think before you post. Before entering any conversation, understand the context. Who are you speaking to? Is there a good reason for you to join the conversation?
- Do not post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, violent, racist, sexist, and pornographic, infringes copyright or might otherwise be unlawful or cause damage to your personal or the School's reputation.
- If you make a mistake, be upfront and quick to admit it, apologise and remove or correct it.

5.3 Breach of the Social Media Policy

A breach of the Social Media Policy can also mean a breach of other Hutchins School policies, procedures and guidelines, such as those listed in Section 6 of this document.

Content that breaches this or other School policies should be reported to an employee's supervisor, the School's Human Resource Advisors or the Director of Information Services & IT for appropriate action.

If a student, staff member or member of the School community feels concerned or aggrieved by online content or behaviour, School Contact Officers are available to assist and support that individual should they need advice about the School's policies and their options for resolution.

All breaches will be investigated and may result in disciplinary action.

5.4 Disciplinary action

Any publication on social media that identifies and defames, bullies or harasses a student, their family, staff member of the School community, including volunteers, or The Hutchins School can be used for disciplinary proceedings.

All alleged breaches of this Policy will be investigated and an individual found to be in breach of this Policy may be subject to the following:

Students - A breach of this policy may be considered grounds for disciplinary action and will be reviewed on a case by case basis depending on the severity of the breach or if the rights of another student, family or staff member are compromised. Students are to ensure that the integrity of the School is maintained at all times and need to ensure that their profile does not bring the School into disrepute.

Employees – will be subject to disciplinary action which could include termination of employment.

Member of the Hutchins community including volunteers – may be subject to consequences such as withdrawal of access to School IT services, termination of volunteer status and arrangements, or relevant legal proceedings.

6. Supporting/Related Documents

- Code of Professional Conduct
- Computer Network Staff Responsible Use Guideline
- Email Policy
- Grievance Policy
- Kindness Policy
- Work Health & Safety Policy
- Privacy Policy
- School Rules
- Bullying Guidelines

7. Record Keeping

This procedure is to be kept for three (3) years until review, unless there is a significant legislative or organisational change requiring earlier review.

The master copy is kept on SharePoint and is read-only in PDF form. All printed copies are uncontrolled.

8. Policy Owner

Headmaster