



# THE HUTCHINS SCHOOL

## Social Media Policy

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| <b>Relevant legislation</b> | Privacy Act 1988 (Commonwealth)<br>Work Health & Safety Act 2012<br>Anti-Discrimination Laws (Commonwealth)<br>Anti-Discrimination Act 1998 |
| <b>Commencement date</b>    | 01 June 2016  |
| <b>Last review date</b>     | 01 October 2019   |

### 1. Purpose

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 community. The Hutchins School (the School) encourages its staff, students and the School community to engage with social media responsibly, in the context of adding value to our learning environment.

### 2. Scope

This policy refers to the use of social media where there is clear evidence of a connection with the School. It applies to all staff (including temporary and contract staff), students and members of the School community.

### 3. Objectives

The objectives of this policy are to:

- promote and maintain a culture of kindness, engagement, openness, trust, respect and integrity when using social media;
- inform staff, students, and members of the School community of their responsibilities in respect to the use of social media;
- educate staff, students and members of the School community in respect to the School's standards and expectations when using social media and social networking services;
- encourage use of social media that is responsible, professional, lawful and used in a productive manner;
- oversee the use of social networking technologies within the School community in order to reduce unnecessary operational risk, (e.g. security, safety, legal, crisis management or damage to reputation); and
- maintain compliance with relevant legislation.

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| Printed copies are uncontrolled. For the latest version please refer to SharePoint Online.  | CRICOS 00478F      Page 1 of 5           |



## 4. Definitions

|                                      |   |
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| <b>Digital media</b>                 | Graphic, audio, video or other content that is captured, uploaded and communicated online.  |
| <b>Social media</b>                  | Sometimes described as social networking or web 2.0 technologies, 'social media' refers to all social networking web sites, services, tools and communities used for creating, publishing, sharing and discussing information.  |
| <b>Social network</b>                | A social network connects online identities who share digital media, interests, activities, backgrounds or real-life connections. <sup>1</sup>  |
| <b>The Hutchins School community</b> | For the purpose of this policy, 'the Hutchins School community' refers to parents, carers, alumni, associations (including, but not limited to, the Hutchins School Old Boys' Association and the Parents' Association), governing bodies (such as The Hutchins School), volunteers, contractors and sub-contractors of the School. |

## 5. Policy statement

This policy informs staff, students and members of the School community of their responsibilities in respect to the use of social media within the School context; however, the principles and values contained within this document have a clear and extensive application to all online interaction both within and beyond the School community.

### Staff responsibilities

Staff are not permitted to post images/video/audio of students on personal or business social media accounts. Such media may only be distributed through the School's own social media accounts and networks.

Staff are not permitted to 'friend', connect with, message or 'follow' students on any social media platform, under any circumstances. Communication between staff and students in school-administered groups is permitted where appropriate, subject to the guidelines contained in this document.

Staff are permitted to 'friend', contact, message and 'follow' parents/carers; however, school business must be restricted to school-approved social media channels and outlets only, not private communication.

Staff are also permitted to 'friend', contact, message and 'follow' students that are members of their families but are encouraged to ensure that all school-related communication occurs within official channels.

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<sup>1</sup> Definition from the Tasmanian Department of Education Social Media Policy (TASED-4-4792). Accessed online at <https://documentcentre.education.tas.gov.au/Documents/Social-Media-Policy.pdf>, 23/10/2019.

## Student responsibilities

Student use of social media is subject to the guidelines listed below, and to the ICT Guidelines for Students. A separate Student Social Media Policy is available on SharePoint Online.

## Community responsibilities

When using social media that has a clear and evident link to the School, all members of staff, students and the School community are expected to ensure that:

- their use of social media is responsible, ethical and lawful; consistent with our vision and mission;
- their online behaviour reflects the same standards of respect and consideration that a reasonable person uses when communicating face-to-face;
- 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;
- all content posted or published is accurate;
- the rights, privacy and confidentiality of others is respected, as per the Privacy Act;
- images/video/audio of students is not posted on official Hutchins social media unless permission has been provided by a parent/carer;
- brands, trademarks, copyright information and images are respected; do not reuse or reformat images and video from the School's website without permission; and
- personal views are clearly stated as such and it is noted that they are not necessarily the views of the School.

When using personal social media, staff, students and members of the School community are to ensure that they do not:

- disclose any confidential or staff-access-only information or images that are the intellectual property of the School;
- bully, intimidate, abuse, harass or threaten others;
- make defamatory comments;
- use obscene or offensive language towards others;
- impersonate or falsely represent another person;
- post or publish content that is threatening, hateful, sexually explicit, or incites violence against others; or
- harm the reputation of the School in the community.

Social media posts that violate these principles may result in disciplinary action, as per the 'Breaches of the Social Media Policy' section below.

## Organisational responsibilities

The School is committed to:



- providing social media content that is established and maintained according to its own standards and policies, including those outlined in this document;
- ensuring that each official school social media presence has a link to this policy;
- obtaining consent from all families/staff/volunteers/employees in respect to the use of their images or created works in a social media context; and
- taking measures to remove any unofficial school media presence that is used for communication on behalf of the School.

## Breaches of the Social Media Policy

Should any member of the School's staff, students or community become aware of a breach of these standards, they are encouraged to email the School's communications team at [communications@hutchins.tas.edu.au](mailto:communications@hutchins.tas.edu.au).

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. Breaches and grievances reported via these mechanisms will be thoroughly investigated and may demand disciplinary action.

**Students** - Social media activity found in breach of these standards will be reviewed on a case by case basis. Cases will be assessed based upon the severity of the breach, and/or if the rights of another student, staff or community member are compromised. Disciplinary action will be at the School's discretion.

**Staff** - May be subject to disciplinary action which could include termination of employment.

**Members of the School community** - May be subject to consequences such as withdrawal of access to school IT services, termination of volunteer status and arrangements, or legal proceedings.

## 6. Supporting/related documents

[Anti-Bullying Policy – Staff](#)

[Practice and Behaviour Standards](#)

[Anti-Bullying Policy - Students](#)

[Privacy Policy](#)

[Commitment to Kindness](#)

[Safeguarding Children & Young People Policy](#)

[Email Policy](#)

[Student Social Media Policy](#)

[Complaints and Grievances Policy](#)

[The Hutchins School Code of Conduct](#)

## 7. Record keeping

This policy 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 in SharePoint Online in read-only in PDF form. All printed copies are uncontrolled.

## 8. Policy owner

Headmaster

## 9. Version Control

| Version Number | Author                      | Purpose/Change  | Date       |
|----------------|-----------------------------|---|------------|
| 2.0            | Policy & Compliance Manager | Rewrite of original (1.0) policy. Significant textual changes; clarification around social media interactions between staff and students. | 01/20/2019 |
| 2.01           | Policy & Compliance Manager | Updated supporting/related links  | 01/03/2021 |
|                |                             |   |            |