

ST EUPHEMIA COLLEGE

K-12



STAFF SOCIAL NETWORKING PROCEDURES

2014

Staff Social Networking - Procedures

This Policy is a direction

These procedures set out the rules which must be complied with when using Social Media. These procedures are a direction to staff by the School. Staff must comply with these procedures. Failure to comply with these procedures may result in disciplinary action, including termination of employment or engagement.

Use of Social Media

Accessing Social Network Sites in the School

As outlined in the Communication Technologies Policy and Procedures, staff are not permitted to use social networking sites on School Systems unless they have been specifically authorised to do so by the Principal/Delegated Authority for education purposes.

Staff should not have any expectations of privacy for any actions performed on Social Media sites using School Systems. It is the responsibility of staff to ensure that the use of any social networking sites is appropriate.

Use of Social Media as part of your role

Staff are expected to exercise responsibility and judgment in any material they post on Social Media sites where they are participating as part of their role with the School. Essentially, the rules that apply to them when they are interacting face to face with people as representatives of the School, will apply to their actions on Social Media – including all School policies. Similarly, the normal authorisation and approval process in relation to any content that they are posting will also apply.

Staff should be polite and respectful of the opinions of others at all times and refrain from posting any comments which harshly criticise or undermine posts made by others. Staff should be careful of what they say about others and do not post comments which may be viewed as denigrating or insulting including to other schools.

Personal Use of Social Media

The School understands that staff use various Social Media for personal reasons on their own computers or other electronic communication technologies or on School Systems if they have been authorised to do so.

Information provided by staff and statements made may impact the workplace and have significant consequences. This material may be read by others in the School and wider community. Once information is published online, it is essentially part of a permanent record, even if it is removed or deleted.

When using any Social Media staff must not:

- invite students to join their personal social networking sites or accept student invitations to join theirs
- post photos of students, parents or caregivers on social networking sites
- use the School's logo or create School branded accounts which could be interpreted as representing the School

- contribute anything which has the potential to bring the School into disrepute – eg an offensive blog or photo
- engage in any conduct that would not be acceptable in the workplace
 - make any adverse, offensive or derogatory statements about other staff, students, parents, caregivers or the Board of Governors and the Board of Directors
 - engage in unlawful discrimination, harassment or bullying of other staff, students, parents, caregivers or the Board of Governors and the Board of Directors
 - disclose any privileged information about the School, including information about other staff, students, parents, caregivers or Board Members.

Staff should never give out personal details such as home or mobile phone numbers or private email addresses.

Staff need to be aware that the public nature of blogs and social networking sites means that anyone can read their comments, including their employer, a prospective employer or a person seeking information about their personality, political or religious views.

When individuals choose to go public with opinions via a blog, SNS or a personal website, they are legally responsible for their commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary, or libelous. Employees of St Euphemia College should exercise caution with regards to exaggeration, inappropriate language, guesswork, obscenity, copyrighted materials, legal conclusions and derogatory remarks or characterisations.

It is forbidden for employees to divulge, post or publish any confidential, proprietary, or privileged information pertaining to the School, its staff, its students, its policies, programs, finance or procedures. This information may not appear in a blog, a personal website or a social networking site.

It can be difficult to draw a line between personal and professional life when using Social Media. Even as an individual, people may perceive you to be talking on behalf of the School. By identifying yourself as a School employee or contractor, you are creating perceptions about your expertise and about the School. Accordingly, you need to be careful that all content associated with you does not conflict with School policies and your obligations as an employee or contractor.

This Policy is not designed to infringe upon your personal interaction or online conversations where you are clearly speaking as an individual with no reference to the School or your position as a School employee, provided you are otherwise complying with the School's policies and your obligations as an employee or contractor.

You may access Social Media sites during authorised breaks using your own computers or other electronic communication technologies. Excessive use of Social Media during work time for personal reasons may result in disciplinary action.