

## Social Media Policy

### 1. Goal:

The goal of this policy is to have an active social media policy that balances the way we can communicate in an effective way using technology with our duty to safeguard our students, staff and wider school community.

### 2. Purpose:

The Hagley College Board of Trustees seeks to ensure the safety of its community in regards to the use of social media. This includes:

- Ensuring that the reputation of the school and its staff is protected
- Ensuring that we protect our student's safety online
- Ensuring that any users are clearly able to determine where information provided via social media is representative of the school

### 3. Scope

The wider Hagley College Community.

### 4. Definition:

Social networking applications include, but are not limited to: Blogs, Online discussion forums, Collaborative spaces, Media sharing services, 'Microblogging' applications, and online gaming environments. Examples include Twitter, Facebook, Facebook Messenger, Instagram, Snapchat and comment streams on public websites such as Stuff. This also includes discussion and comment forums that make up Class Notebooks used by staff to upload content and submit assessments.

All members of staff should bear in mind that information they share through social networking applications, even if they are on private spaces, are still subject to the Harmful Digital Communications Act 2015. They must also operate in line with the Hagley College Cyber Safety Agreement.

Within this policy there is a clear distinction between school sanctioned social media use for professional, educational purposes and personal use.

## **Personal Use of Social Media**

1. School staff will not invite, accept or engage in communications with parents or students from the school community in any personal social media whilst in employment at Hagley College.
2. Any communication received from children on any personal social media sites must be reported to the designated person for Child Protection (One of our Counselling Team) .
3. If any member of staff is aware of any inappropriate communications involving any student in any platform of social media they must advise either the Director of the Junior College and Year 11 or the Deputy Principal : Student Wellbeing as per the Hagley College Harassment Policy.
4. Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts. All email communication between staff and members of the school community on school business must be made from a school email account.
5. Staff should not use personal email accounts to make contact with members of the school community on school business, nor should any such contact be accepted, except in circumstances given prior approval by the Deputy Principal: Student Well-being.
6. Staff are advised to avoid responding to posts or comments that refer to specific, individual matters related to the school and members of its community on any social media account.
7. Staff are also advised to consider the reputation of the school in any posts or comments related to the school on any social media accounts.
8. Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, subscriber or similar on any personal social media account.
9. Staff are encouraged not to use their personal cell phone to contact students and parents however, there may be circumstances where it is necessary.

## School

There are many legitimate uses of social media within the curriculum and to support student learning. For example, the school has an official Facebook account. There are also many possibilities for using social media to enhance and develop students' learning.

When using social media for educational purposes, the following practices must be observed:

1. Staff should set up a distinct and dedicated social media site or account for educational purposes. This should be entirely separate from any personal social media accounts held by that member of staff, and must be linked to an official school email account.
2. The URL and identity of the site should be notified to the appropriate Head of Department and Deputy Principal : Student Well-being before student access is accepted.
3. The content of any school sanctioned social media site should be professional and appropriate and with a set educational purpose.
4. Staff must not publish photographs of students without the written consent of parents/caregivers, identify by name any children featured in photographs, or allow personally identifying information to be published on school social media accounts.
5. Care must be taken that any links to external sites from the account are appropriate and safe.
6. Any inappropriate comments on or abuse of school-sanctioned social media must not be responded to by an individual but reported to a member of the Principal's team so it can be removed.
7. Staff should not engage with any direct messaging of students through social media where the message is not public.
8. All social media accounts created for educational purposes should include a link to the Hagley College Cyber Safety Agreement.

### 5. Non compliance:

Non-compliance of this policy shall be resolved using the normal complaints procedures set down by the Board of Trustees.

### 6. Related Policies

Hagley College Health and Safety Policy  
Hagley College Child Protection Policy  
Hagley College Harassment Policy  
Hagley College Cyber Safety Agreement  
Privacy Act

