

21.9.2015

## **USE OF SOCIAL MEDIA POLICY**

### **Policy Statement**

Social media are an ubiquitous form of interpersonal communication with benefits and risks. Staff of our school must use social media in an appropriate way.

### **Guidelines**

1. Staff members' use of social media in their professional role must be consistent with the Code of Ethics and with the protection of the good names and privacy rights of students, parents, other staff and the school.
2. Staff members' use of social media in their personal role must be consistent with the expected professional conduct of a member of our school staff.
3. Staff members are responsible for ensuring their privacy settings are appropriate
4. Staff members are responsible for understanding and taking into consideration the platform provider's policy and practice on the use or reuse of posted material.
5. In either professional or personal capacity it is unacceptable to comment on the performance or attitudes of any other member of the Mokoia school community.
6. In either professional or personal capacity it is unacceptable to post images of current or former employees; or students; or parents of the school without appropriate prior permission
7. Parents supporting school activities, such as camp, will be informed of the restrictions on posting images
8. If staff members encounter a situation while using social media that threatens to become antagonistic or to impact negatively on the reputation of any person associated with the school, they should disengage from the dialogue in a polite manner and immediately notify the Principal.
9. Social media networks or other online content sometimes generate press attention or legal questions.  
In the event an employee is asked about a school-related issue, they should refer the inquiry to the Principal, and immediately inform the Principal.  
In the event an employee is asked about a personal matter and they believe this may impact on the school or members of its community, they should immediately advise the Principal.
1. The principal and the Board Chairperson are the only people who on social media, or any other media, may act as official spokesperson for the school. They may use their judgement to delegate this authority where appropriate.

2. Misuse of social media and a breach of this policy, may be dealt with under disciplinary proceedings, including in serious breaches leading to summary dismissal.

As in all aspects of Mokoia life opportunities and those involved in them will be expected to accord with our principles of respect, learning (that is relished) and relationships (which are positive) and with our values of respect, honesty, relationships and learning.