Social Media Policy – Students

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Rationale

The purpose of this policy is to encourage acceptable and beneficial use of social media by students at Sacred Heart College Kyneton. It is recognised that most students will use or interact with social media either at school or in a personal context.

Sacred Heart College Kyneton is a Child Safe school. As part of the College's strategy of continually developing systems and processes that create a safe learning environment, 'Cyberhound' an internet security system, has been installed.

It is recognised that there is great potential for the use of social media in school communities, in terms of educational outcomes and as a means of communication.
However, students need to understand that the College has high expectations of student use of social media when it is used either as part of school practice or when interacting with other members of the College community.

Guiding Principles

For students to be able to demonstrate responsible use of social media, they must understand that:

- Online behaviour should at all times demonstrate respect for the dignity of each person
- The need to behave in an ethical manner when using Social Media (even for personal communication) as those communications can reflect on their reputation and must be consistent with the Catholic beliefs and ethos of Sacred Heart College Kyneton
- Inappropriate use may impact on their ability to serve as a positive representative of the College; and
- Social Media activities may be visible to current, past or prospective students, parents and school staff

Definition of Social Media

Social networking sites (e.g. Facebook, LinkedIn, Instagram)
- Video and photo sharing web sites (e.g. Flickr, YouTube)
- Blogs, including corporate blogs and personal blogs
- Micro-blogs (e.g. Twitter)
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- Wikis (e.g. Wikipedia)
- Vod and podcasts
- Video conferences and web conferences
- e-mail and instant messaging.
- Social media also includes all other emerging electronic/digital communication application

Use of Social Media

It is recognised that students may use social media in their personal life. However, it is also recognised that such use may impact on their school life. The following are some of the major risks associated with the inappropriate use of Social Media:

- Reputational damage to organisations and people
- Disclosure of confidential information and breach of privacy laws
- Posting of offensive, bullying, harassing, discriminatory or illegal material that may have a serious or tragic impact on individuals or groups
- Misuse of intellectual property and breach of copyright laws

In order to avoid these risks, students should adhere to the following guidelines as regards their personal use of social media in a school context.

- Students must not post any material about the College (e.g. students, parents, policies, staff, etc.).
- Students must not post inappropriate, offensive or illegal material about themselves or others;
- Students must not make inappropriate contact with any member of the College community
- Students must not connect or interact on social media with any current teachers at Sacred Heart College Kyneton
- Students must not post images or discuss SHCK teachers on their own private social media forums (for example, students must not be 'friends' with their teachers on Facebook). (If it is necessary for a connection between a student and a staff member on the basis that a teacher and a student will appropriately interact within the valid context of a legitimate purpose (for example, both are family members/relatives or both are members of a community sporting team and interactions are purely for the purpose of participating in that sport), then permission must be obtained from the Principal).

Considerations for avoiding a Breach of Policy

In order to avoid breaching this policy and potentially compromising their position as an ongoing student at Sacred Heart College Kyneton, students should:

- Ensure the privacy settings of their Social Media profiles are appropriately set to avoid putting their privacy at risk
- Assume that posts or communications online may become public, and therefore regularly check privacy settings.
- Understand that the type of security settings used cannot excuse breaches of this policy if the material posted is inappropriate and becomes more publicly available than was attended.

Consequences for Breaching Social Media Policy

The implications of mis-use of social media can be far reaching, both for individuals and for organisations. Non-compliance with this policy may be grounds for serious disciplinary actions. Depending on the seriousness of the circumstances, disciplinary action could be:

- Community service around the College
- Detention
- Cybersafety task
- Parent and student meetings with YLL, HOS, DP, Principal
- In school suspension
- Suspension
- Police liaison involvement
- Formal police involvement
- Negotiated Transfer
- Expulsion

Policy	Deputy Principal – Wellbeing
Date	December 2018
Review	April 2020
Review Update	April 2021

Related Policies:
Respectful Relationships-Anti Bullying Policy (Students)
Responsible Use of Technologies -Students
Mobile Phones (Student Use of) Policy
Information & Communication Technology (ICT) (Students)
Student Photographs & Privacy Policy