

Tuggerah Public School



Social Media Policy

Last amended: May 2017

Introduction

Social media (sometimes referred to as 'social networking') are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new and innovative social media sites being developed almost every day.

The use of social media websites and applications by organisations as a means of communication has grown rapidly over the last few years. Social media is a legitimate tool for aiding communication and enhancing teaching and development.

This policy aims to raise the opportunities that social media presents for communication and learning, and balance these with the risks that come with the use of any new technology and consideration of the needs of children, staff, parents and the wider school community.

When posting online to a social media platform in relation to Tuggerah Public School:

- be aware of the specific social media channels and etiquette and understand the views and feelings of the target community
- ensure all material published is respectful of all individuals and the department and/or specific social media site and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a Court Suppression Order, or is otherwise unlawful
- ensure that all content published is accurate and not misleading
- respect copyright laws and attributing work to the original source wherever possible
- protect personal details, including staff and students
- ensure any young people involved understand the rules of operation of each social media site, and measures are in place to protect them from any potential risks.

Dealing with defamation on social media

- If the defamer is a student or staff member, the Principal will contact the DEC Legal Services Team
- If the defamation is being perpetrated by a member of the community (this includes parents/carers) the Principal will avoid responding until they have received legal advice from NSW DEC Legal Branch.
- Write down the web address and the name/user name of the person posting the defamatory material. The reporter may also wish to take a screenshot or picture and/or print the defamatory material, whether they are able to delete it or not (sometimes you may not have the rights to delete material).
- Contact the social media network or community in question eg, Facebook or check their 'Help' section for the process for reporting content of this nature.

Reporting abusive/insulting material on Facebook

Facebook has provided the following information for dealing with abusive/insulting material:

1. The [Facebook Community Standards](#) set out a succinct statement of the types of content that violate their policies.
2. If a school wishes to report content on Facebook that the Principal believes infringes or violates the legal rights of the school, the school's authorised representative may [submit a claim](#).
3. Also, any member of a school community can use the [report links](#) located throughout the Facebook site, to immediately report content that they believe violates Facebook policies. Reporting the matter directly will expedite the process of content being removed in the event that it violates Facebook policies.
4. Alternatively, any concern over a posting on Facebook or other social media websites should be reported to the Principal as first port of call. If issues cannot be resolved at this level than the above steps may be put into action.

*** Introduction and Reinforcement of Social Media Policy ***

- The community will be made aware of the policy in the newsletter.
- The policy will be published in the handbook given to all new enrolments.

This policy should be read in conjunction with the information presented on the official NSW Departmental Policy website.

<https://detwww.det.nsw.edu.au/socialmedia>