# SOCIAL MEDIA POLICY

School Vision: Developing the Character of God - Academic Excellence

*Let the words of my mouth and the meditations of my heart be acceptable
in Your sight o Lord, my rock and my redeemer. **Psalms 19:14***

This policy applies to anyone using school-related social media.

## Rationale

Social media is a popular and convenient medium to make contact with our local and wider community.

The Board aims to keep our school community informed and abreast of school news, activities, events and to celebrate our achievements via social media.

This policy has a goal to maintain the privacy of our students/whanau who may need protection or do not wish to have an online profile.

## Purposes

To make procedures for the protection of students / whanau privacy clear to all staff members.

To provide a set of procedures for staff to share positive images, curriculum achievements, engagement, school activities / events to the community.

To have ONE combined social media source to promote Rotorua SDA School on Facebook.

## Guidelines:

1. On enrolment the Principal will request whanau permissions to share images (still/moving) curriculum activities of tamariki in school publications, on our website and through social media.
2. Responses that forbid student images and their achievements to be shared outside of the school setting will be noted in our Student Management System (e-Tap) by the secretary.
3. The secretary will compile and distribute lists of non-authorisations to staff members.
4. Whanau are responsible for keeping the school updated should circumstances change regarding their tamariki and the display of their images.

## Expectations

Administrators, staff and users of all Rotorua SDA School social media accounts must use their best judgment when using school social media. When unsure administrators, staff and users should seek advice from organisations such as NetSafe.

Posts and comments must be:
- Polite and represent the school in a good light
- Relevant to the school community
- Consistent with relevant school policies (e.g Privacy, Digital, Harassment, Bullying)

Posts and comments must not contain or link to:
- Offensive, obscene, defamatory, libellous, disingenuous, threatening or hateful language
- Contains derogatory remarks about a person or organisation
- Contains information that is untrue or incorrect or implies that to be the case
- Abusive content, bad language, personal attacks, spam
- Advertising (unless this is thanking a business for their support)
- Identifiable images of a student's face (unless with relevant permission)

If administrators, staff or users breach the conditions above, they may be deemed to be bringing the school into disrepute and may be blocked.

Also see Sharing of images of students and Publishing Student Information

### Administrators
Administrators of social media accounts must be currently associated with the school. If an administrator's association with the school ends, they must be removed as an administrator. A senior staff member and a non-staff board member will always be an administrator on school social media accounts.

Anyone setting up a social media page that is associated with the school must seek permission from the Board.

- Administrators are responsible for:
- Monitoring posts/comments regularly
- Removing inappropriate posts/comments
- Proofread posts to ensure the appropriateness of its content
- Documenting harmful content with a screenshot and removing it as soon as possible
- Reporting inappropriate content to the Board.

### Concerns
We encourage parents to contact the school when issues arise. If you have a concern, please let us know before sharing negative personal views online. Also refer to our Concerns and Complaints Policy.

## Staff Social Media
Social media includes Facebook, Twitter, Instagram, Snapchat, online forums and internet-based sites that allow people to connect and share information.

Anyone using social media needs to be aware that any information published, including images, becomes public and out of your control.

In their use of social media, teachers have extra responsibility in preserving confidentiality, and maintaining professional standards. Staff are vigilant about safe and appropriate out-of-school contact with students, including through social media, texting and emails. The following guidelines promote the positive use of social media by teachers.

### Using social media in your professional role
Staff may use social media as part of their role at school, for example, in classroom blogs, the school website, and/or facebook page; to communicate with members of the school and community. The enthusiastic and appropriate use of social media at school encourages students to use technology confidently and understand the issues involved.

Staff who administer a social media platforms where content can be posted and viewed are online content hosts and may be legally responsible for all content posted on the platform.

Staff should:
- Inform parents and caregivers why and how you are using social media in your teaching
- Take care to represent the school and its individuals in a respectful and positive way, and in accordance with the school's Privacy policy and Publishing Student Information guidelines
- Check that the material you are publishing is suitable and accurate
  - If you refer or link to another site or resource, check that it is appropriate and that you have read all the content
  - Be sure to acknowledge your sources, and conform to any copyright restrictions
- Follow the safe harbour process when dealing with any complaints about content on the site(see Responding to Digital Incidents)

## Using social media in your personal life
Personal use of social media must also be governed by confidentiality and professional standards. As well as the general points above, staff must:
- Keep privacy settings appropriate, and make sure you understand the terms of service of the social media platforms you use, specifically, how your posts may be accessed, reused or republished
- Maintain a professional boundary, considering
  - Whether it is appropriate to extend or accept friend or connection requests with parents, students or others involved with the school
  - Using a non-school email address for your personal social media interactions
  - How material or images posted of you reflect on you as a professional associated with the school
- Avoid personal use of social media during school hours/time
- Report any inappropriate communication from a student to the principal as soon as possible.

## Texts and emails
Electronic communication is easy and popular, particularly for broadcasting information about school closures, or schoolwide events. For some interactions, a phone call or a face-to-face meeting is more appropriate than a text or email. Always consider the best way of communicating information, not just the quickest or easiest.

As with any medium, keep the email/text appropriate.

Also, consider whose responsibility it is to communicate specific information. In the case of a serious incident or crisis, the principal or nominated spokesperson may be the only one with authority to pass on information or comment publicly. If you're not sure about passing on information, check!

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## Legislation
- Harmful Digital Communications Act 2015
- Privacy Act 2020

## Related Topics
- Cybersafety
- Publishing Student Information
- Copyright

FORMULATED BY:   Rotorua Seventh-Day Adventist School Board of Trustees

APPROVED:        Presiding Member, Victoria Finch   _____

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