



Web 2.0 Technologies/Social Media Policy

Objectives - Policy statement

Alexandra Secondary College (ASC) and its employees' participate in social media online applications such as social networking sites, wikis, blogs, micro blogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.

Social media provides an opportunity to:

- engage and interact with our various audiences such as parents, students, staff and the wider community
- improve and increase staff expertise and confidence.

The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with the department. The department will enforce these five standards as and when appropriate:

- Always follow relevant department policies including the Code of Conduct.
- Do not act unlawfully (such as breaching copyright) when using social media.
- Make sure your personal online activities do not interfere with the performance of your job.
- Be clear that your personal views are yours, and not necessarily the views of the department.
- Do not disclose confidential information obtained through work.

Audience and applicability

The terms and conditions contained in this policy document apply to all Alexandra Secondary College employees and all casual, temporary and contract staff.

Context

- Use of web 2.0 technologies/social media is increasingly part of everyday online activities.

This policy should be read and interpreted in conjunction with:

- Using Social Media: Guide for DEECD Employees in Schools
- Public Administrations Act 2004 (Vic) and the VPS Code of Conduct made under that Act, which applies to the *public sector*;

- Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the *teaching service*;
- Information Privacy Act 2000;
- Relevant policy including the Acceptable Use Policy for the Department's ICT Resources and Professional Codes of Conduct such as the Victorian Teaching Profession Code of Conduct.

Responsibilities and delegations

The principal is required to ensure this policy is understood by staff working within the school.

Monitoring, evaluation and reporting requirements

The principal, and Leading Teacher for ICT are responsible for monitoring and evaluating the effectiveness of the policy

Social Media Guidelines

Social media is a group of online applications such as social networking sites, wikis, blogs, micro blogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at ASC recognise the importance and potential positives of participating in these conversations and are aware of the fact that such comments may be public and potentially permanent. The following guidelines are designed to support staff as they engage in any conversations.

- Staff are to ensure that they follow relevant department policies including the Code of Conduct and ensure that they follow the terms and conditions for any third-party sites.
- Staff are to be aware that their role with the department creates an association between what is said online and the department itself. Staff are to ensure that content published is consistent with their work and DEECD professional standards.
- Staff are to ensure that their personal online activities don't interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback.
- Staff wishing to use social media for official department communication must gain permission from the Leading Teacher for ICT. All official communications are to be part of an overall communication plan which is monitored by the Leading Teacher for ICT.
- Official department social media accounts need to be approved by the Leading Teacher for ICT.
- Staff should adhere to the department's social media policy and guidelines.
- Personal accounts may not be listed or cross promoted on department platforms unless approved by the Principal.

Twitter and Newsfeeds

The ASC school community aims to improve its dissemination and coverage of events, excursions and day to day workings at the College for the wider community. In doing so the College undertakes the management and integration of Twitter and similarly applicable Newsfeed software into the communication system at the college. In order to maintain consistency and coherence of communication available for the wider College community the College undertakes the following:

- The College Twitter account, @ASC edu, will be managed by an identified staff member on the day of the event. And only the identified staff member will have access to the account for the duration of the event.
- @ASC edu will be utilised only as a news dissemination tool and no conversations or direct posts will be responded to.
- It is the responsibility of the staff member in charge of the account to monitor the newsfeed throughout the day and, if any inappropriate content/comments are made then that staff

member is to notify either the Leading teacher for ICT or the Assistant Principal or Principal once the comment has been removed.

- Any account posting content/comments that are in breach of this policy or any contextual policies noted within will be reported to Twitter as abusive and in severe cases the police contacted
- @ASC edu remains the property of the college and as such will only ever be utilised to publish school related content
- The password for the Twitter account will be changed in line with DEECD password policy, or after identified staff members have utilised the account for an event, whichever occurs first
- No post will contain student names and/or photos of students, nor lead to compromising the DEECD privacy policy as Twitter remains a public space.

Alexandra Secondary College is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness.

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Principal

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President of School Council

Date:

Review date/cycle:

- This policy will be reviewed as part of the school's three-year review cycle.

This policy was last ratified by School Council in....

June 2013