Social Media Appropriate Use Policy

(Ratified by School Council: February 2016)

1. **Rationale**

   a) Social Media provides students and teachers with unprecedented opportunities to connect and collaborate with individuals, organisations and groups world-wide. Enhancing their global identity and allowing them to connect their learning to real world applications while giving/receiving authentic feedback to/from a real audience.

   b) The use of social media carries with it responsibilities. Users must, at all times, remember that when using social media they are using it for educational purposes alone.

2. **Purpose**

   a) To provide a practical guide to support Glen Waverley Primary School students and employees to understand and meet the obligations and recommended standards of behaviour set out within existing instruments, policies and guidelines when using social media tools for personal and professional purposes.

   b) Teachers, students and parents are increasingly using digital technologies for professional purposes (i.e. teaching and learning) and personal purposes (i.e. communicating, creating and socialising) thus challenging the traditional concepts of learning in a school setting and that of privacy.

   c) Department of Education and Training (DET) employees in schools who are interested in using social media tools to engage children and young people must have a clear educational context to support the teaching and learning.

   d) Social media must be used in a responsible and professional manner at all times. Social media are not to be used for inappropriate activities for example, delivery of adult content, fraud, defamation, breach of copyright, unlawful discrimination or vilification, harassment of any form, cyber bullying, stalking, privacy violations and illegal activity, including illegal peer-to-peer file sharing.

3. **Definition of Social Media**

   In the context of this policy, social media is the term used for internet based tools for sharing and discussing information among people. Additional social media tools may include (although are not limited to):
   1. Social networking sites (e.g. Facebook, LinkedIn, Myspace, Edmodo)
   2. Video and photo sharing websites (e.g. Flickr, Youtube)

3. Blogs, including corporate blogs and personal blogs/ micro-blogs (e.g. Twitter)
4. Forums, discussion boards and groups (e.g. Google groups, Whirlpool) Wikis (e.g. Wikipedia)
5. Vodcasts and podcasts
6. Video conferences and web conferences
7. Email and instant messaging
8. All other emerging electronic/digital communication applications

4. **Aims**

1. To assist and improve teaching and learning by increasing access to worldwide and current information.
2. To improve students' digital literacy.
3. To develop skills in safe and appropriate internet usage.

5. **Guidelines and Implementation**

1. Our school actively supports access by students to the widest variety of information resources available, accompanied by the development of the skills necessary to filter, analyse, interpret, evaluate and synthesise information encountered.
2. All students at our school will have access to approved educational social media platforms, which are moderated by teaching staff and are closed to the public by way of invitational based membership (examples; Edmodo, SeeSaw, Socrative).
3. All students at our school will have access to approved social media platforms that are open, through moderated teacher created and teacher led class accounts (Examples; Twitter, Soundcloud, Vimeo, youtube).
4. Members of the Digital Learning Team will liaise with staff and the technical support technician to manage all social media access and best practice in an educational setting.
5. The school will ensure that information published on the Internet by students or the school is of a high standard, and meets legal requirements and standards of general practice within the community in relation to copyright, safety and decency.
6. Teachers shall be responsible for making sure all publications are screened for accuracy, appropriateness, grammar and spelling prior to publishing.
7. All students shall be responsible for notifying their teacher of any inappropriate material so that access to such material can be restricted.
8. All staff shall be responsible for notifying the ICT committee and the school technician – via the Job Management System (JMS) – of any inappropriate material so that access to such material can be blocked.
9. Consequences of publishing, accessing or failing to notify the Digital Learning Team of inappropriate material shall include the removal of access rights for students.
10. Privacy of students, parents, staff and other users must be recognised and respected at all times. When identifying students through works published online, only the student's first name and last initial will be used.

6. **Appropriate Use at School**

    1.   The primary purpose of social media in the classroom is to provide students with powerful tools which will promote personalised and differentiated student-centric learning.
    2.   At no time during school hours can a student use social media in a way that is not directly related to their learning task. This is to be strictly adhered to and appropriate use will be heavily monitored by teachers (in the classroom and during specialist sessions). For the purpose of appropriate use, school hours are considered to commence when the student enters the school grounds and cease once the student exits the school grounds.
    3.   Students that use social media inappropriately during school time will have access to the school's network and computers revoked in accordance with the ICT Usage and Cyber bullying Policy. If inappropriate behaviour persists, parents will be contacted and consequences implemented that are in line with the school's Student Management and Behaviour Guidelines.
    4.   Students are to seek permission from the teacher prior to posting images, video or sound recording onto social media.

7. **Violation of Acceptable Use of Social Media**

    If a *staff member* is found to be misusing Social Media in any manner, then this matter will be handled on a case by case basis by the Principal and in accordance with DET guidelines.

    If a *student* is found to be misusing Social Media in any manner, then this matter will be handled on a case by case basis in accordance with the 'Student Acceptable Use of ICT Agreement' and/or the 'iPad User Agreement'.

    If a *visitor or volunteer* within the school is found to be misusing Social Media in any manner, they will be referred to the Principal and directed to vacate the school premises. Further action as warranted by the Principal may be taken on a case by case basis.

8. **The Digital Learning SSP Team**

    The Digital Learning SSP Team will be formed each year, known as the "Digital Learning School Strategic Plan (SSP) Team". It will consist of at least five members of teaching staff, ranging from Foundation to Year Six and include a member of the Specialist Subject Teaching Team.   The Team Leader may also be a member of the School Executive Team. The Digital Learning SSP Team will meet on a regular basis to discuss curriculum matters and monitor progress against goals outlined in the School Strategic Plan (SSP) and the Annual Implementation Plan (AIP).

9. Budget Expenditure

The Digital Learning Sub-Program Budget is to be managed by the Digital Learning SSP Team Leader. The amount of funds available to the Digital Learning SSP Team may vary in accordance with whole school priorities and the distribution of funds as outlined in the annual Student Resource Package, Indicative Budget and Confirmed Budget.

10. Related Legislation and Guidelines

DET Acceptable Use Agreements and Consent
http://www.education.vic.gov.au/school/principals/infrastructure/pages/acceptableuse.aspx

DET ICT Security Policy
http://www.education.vic.gov.au/school/principals/spag/infrastructure/pages/ictsecurity.aspx

ICT School Planning
http://www.education.vic.gov.au/school/teachers/support/pages/planning.aspx

E-Smart Schools
https://www.esmartschools.org.au/Pages/default.aspx

Council of International Schools (CIS)
http://www.cois.org/

Using Social Media: Guide for DET Employees
http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx

11. RELATED POLICIES

Curriculum Policy

Parent Complaints Policy

ICT as a Teaching and Learning Tool Policy

1:1 iPad Acceptable Use Agreement

ICT Usage and Cyber bullying Policy

Multimedia Resources Policy

12. POLICY EVALUATION

Evaluation will be conducted annually by the Digital Learning SSP team.

13. DUE DATE FOR REVIEW

Due for review in February 2017.