



# SOCIAL MEDIA & DIGITAL PLATFORMS POLICY

## PURPOSE

St Leonards Primary School recognises the importance of teachers, students and parents engaging, collaborating, learning and sharing through digital platforms and social media . These applications include but are not limited to: Compass, Webex, SeeSaw, , Facebook, Google +, Twitter, YouTube, Blogs, Instagram and other online tools through which people connect and share information.

All members of St Leonards Primary School are expected to uphold the values of the school in all Social Media and Digital Platforms interactions. Staff, students and parents will not act in such a way that the image of St Leonards Primary School is brought into disrepute nor in any way harms members of the school community.

Therefore, it is expected St Leonards Primary School's staff, students and parents use Social Media and Digital Platforms in a respectful, responsible and safe manner. Social Media and Digital Platforms should not be used to insult, present offensive or inappropriate content or to misrepresent St Leonards Primary School or any member of the school community.

## SCOPE

The aim of this policy is to set standards of behaviour for the use of Social Media and Digital Platforms that are consistent with the school philosophy and values of St Leonards Primary School.

St Leonards Primary School aims to protect the safety and wellbeing of teachers, students and the school community. If, however, there is a breach of the St Leonards Primary School Social Media and Digital Platforms Policy, the school will undertake restorative action to be dealt with on a case by case basis.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to police where the school is required to do so.

## DEFINITIONS

**Social Media and Digital Platforms** refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks.

Social Media and Digital Platforms refers to all social media and digital technology networking sites. These sites include, but are not limited to Seesaw, Compass, Webex, YouTube, Facebook, Twitter LinkedIn, Google+, Instagram, SMS, and includes emails and SMS.

**Bullying** refers to repeated oppression, physical or psychological, of a less powerful person by a more powerful person or group.

**Cyberbullying** refers to covert psychological bullying, conveyed through social media and digital platforms. It is verbal or written (flaming, threats, racial, sexual or homophobic harassment) using various digital and technology platforms.

**Harassment** refers to any verbal, physical or sexual conduct (including gestures) which is uninvited, unwelcome or offensive to a person.

## PARENT GUIDELINES

Digital Platforms and social media open up communications between students, parents and teachers. This kind of communication and collaboration has a positive impact on learning and wellbeing when used correctly. The school encourages parents to participate in when appropriate, but requests parents to act responsibly and respectfully at all times understanding that their conduct not only reflects on the school community but will be a model for our students as well.

**Parents should adhere to the following guidelines:**

- When using school digital platforms parents are expected to comply with the same Acceptable Use of Digital Technologies Agreement as students.
- If parents are invited to use a digital platform they will be made aware of and adhere to the protocols for that platform. Eg Webex, SeeSaw.
- Parents monitor their children's online social media activity and read the terms and conditions of various social media sites and applications their children are interested in using. Parents need to be aware that many of them have age restrictions for their use. Eg Facebook, Instagram and Gmail are all restricted to those **13 years of age and above**.
- Parents be aware that they are in breach of terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply.
- Before uploading photos, audio or video, parents seek appropriate permission from any individual involved. This most particularly applies in relation to the privacy of the staff and other students of St Leonards Primary School.
- Online postings and conversations are not private. Do not share confidential information, internal school discussions, or specific information about students, staff or other parents.

- Be conscious of the fact that expert advice given is that all users of Social Media and Digital Platform sites should do whatever they can to not identify any child by name or associate them with a particular school.
- Parents will be asked to sign a consent form for students at the beginning of each year.
- Parents will not attempt to destroy or harm any information online.
- Parents will not use classroom social media and digital platform sites for any illegal activity, including violation of data privacy laws.
- Parents are highly encouraged to read and/or participate in social media and digital technology activities. Parents should not distribute any information that might be deemed personal about other students participating in the social media and digital technology activities. This includes photographs.
- Parents should not upload or include any information that does not also meet the student guidelines above.
- Parents should not participate in spreading false or unsubstantiated rumours or false information in relation to St Leonards community and its members.
- Parents assisting with classroom activities should not make use of social media and digital platform sites while involved in such activities.

## STAFF AND TEACHER GUIDELINES

Social Media and Digital Platforms in relation to staff relates to Compass, Webex, SeeSaw, Facebook, Google +, Twitter, YouTube, Blogs, Instagram, blogs, wikis, podcasts, digital images and video and other online tools through which people connect and share information.

- Staff must comply with all DET Policy and Procedures
- Online behavior should at all times demonstrate school philosophy and values of respect, responsibility and safety.
- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
- Staff and student online interaction must occur only in an educational context.
- Staff are advised to **NOT** accept ex-students or parents of current students as friends on personal Social Media sites.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.
- Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values and ethos.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with St Leonards Primary School, they need to be aware that they are, by definition, representing the entire school community. Staff should

ensure that content associated with them is consistent with their work at the school and the school's values and ethos.

- Staff should not participate in spreading false or unsubstantiated rumours or false information in relation to St Leonards community and its members.
- When contributing online staff should not post confidential student information.
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'.

## MANAGING CHANGE AND ISSUES ARISING

We acknowledge that technology changes rapidly. If any member of the St Leonards community has a concern or question pertaining to Social Media and Digital Platforms or Social Networking sites, this should be directed to the Principal.

Parents, students and staff who have a complaint or issue arise from Social Media and Digital Platforms should contact the Principal.

This Policy is to be read in conjunction with the following:

- St Leonards Primary School Philosophy and Mission Statement
- Bullying, Cyberbullying and Harassment Policy
- Digital Technologies for Students Policy
- Acceptable Use of Digital Technologies Agreement (attached)
- Parent/Guardian Consent Form
- Child Safe Standards Policy
- Student Engagement Policy
- Student Wellbeing Policy

## Policy Evaluation and Review

To ensure ongoing relevance and continuous improvement this policy will be reviewed every 3 years.

This policy was ratified by School Council on 1 June 2020 and will be reviewed in June 2023.



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## **Acceptable Use of Digital Technologies Agreement**

At St Leonards Primary School we support the right of all members of the school community to access safe and inclusive learning environments, including digital and online spaces. This agreement outlines the school's roles and responsibilities in supporting safe digital learning, as well as the expected behaviours we have of our students when using digital or online spaces.

### ***At St Leonards Primary School we...***

- Are an accredited eSmart school
- Support students in developing digital literacy skills
- Provide supervision and direction when using digital technologies for learning and online activities
- Work with students to outline and reinforce the expected behaviours in online environments
- Have a schoolwide cybersafety program that promotes the safe, informed and responsible use of digital technologies
- Have policies in place that outline the values of the school and expected behaviours, this includes student use of digital technology and the internet.
- Respond to issues or accidents that have the potential to impact on the wellbeing of our students. All incidents of cyberbullying, including at school and out of school hours, are to be reported to the school
- Provide a filtered internet service
- Provide support to parents/carers to understand the importance of safe, informed and responsible use of digital technologies, the potential issues that surround their use and strategies that they can implement at home to support their child. (eg. Information sessions, newsletter articles and online resources, etc)
- Provide support to parents/carers to understand this agreement
- Record any incidents of cyberbullying and report to parents/carers of students involved
- Display SWPB matrix with digital and online behavioural expectations in all workspaces in the school
- Refer suspected illegal online acts to the relevant law enforcement authority for investigation

### **eSmart Acceptable Use of Digital Technologies Agreement**

**Safe, Responsible and Respectful Behaviour**

When I use digital technologies I am respectful by...

- Always thinking and checking that what I write or post online is polite and respectful
- Being kind to my friends and classmates and thinking about how the things I do or say online might make them feel
- Not sending mean or bullying messages, or forwarding them to other people
- Creating and presenting my own work, and if I copy something from online, letting my audience know by sharing the website link to acknowledge the creator
- Getting permission before posting things online
- Only creating things that you would be happy to share with your teacher

When I use digital technologies I am responsible by...

- Taking care of devices and using them in the correct way
- Keeping food and drink away from all devices
- Using devices for learning, when allowed by a teacher
- Not downloading or putting any of my own software (apps, games, programs, pictures, videos etc) onto school devices
- Always shutting down devices and plugging them in
- Only using my own login
- Leaving my own devices at home
- Leaving the settings of school devices as they are
- Letting teachers know if I see others accessing inappropriate sites or using devices irresponsibly.

When I use digital technologies I am safe by...

- Only talking to people that I trust online
- Keeping my personal information private (name, birthday, school name, address, phone number etc)
- Keeping everyone else’s personal information private
- Keeping my passwords to myself
- Only joining online spaces with a teachers guidance and permission
- Telling a teacher and turning off the screen if I see something online that makes me uncomfortable

I will use this knowledge at school and everywhere that I use digital technologies.

**Student Agreement:**

I have discussed this agreement with my teacher and parent or guardian. I agree to follow the conditions. I understand that breaking the agreement may result in the loss of my right to use school devices (ipads, computers etc), or be responsible for payment to repair or replace damaged equipment.

I  agree (please tick)

Student’s name: \_\_\_\_\_

Grade: \_\_\_\_\_