MARYMOUNT COLLEGE
SOCIAL MEDIA POLICY

Principal

College Board Chair

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1. **VISION STATEMENT**

To live out our Catholic tradition through the charism of the Sisters of the Good Samaritan of the Order of St Benedict, in a spirit of compassion, hospitality and stewardship. Each student is challenged to respond radically to the Gospel to critique and transform the world.

2. **PURPOSE**

2.1 Marymount College is a place of belonging committed to developing young women of hope who will continue to nurture their hearts and minds in the Catholic tradition and will be agents of justice grounded in stewardship, hospitality, compassion and reconciliation.

2.2 The use of social media within an education setting has undoubtedly created opportunities that extend far beyond traditional methods such as College website and newsletters.

2.3 First and foremost, the use of Social Media is regarded as a communication tool and therefore, how we as a College employ these levels of communication are discussed here.

2.4 The dissemination of information such as news, messages and notices of celebration among the parent community can be done - and received, with immediate speed. In doing so, the use of social media can allow Marymount College to increase transparency between parents / carers and the daily events that occur within the College. Varying formats of communication allow for a range of engagement opportunities. Taken further, this connection and online presence can be expanded across the wider community.

2.5 Prospective parents can similarly engage with the College’s online presence to create a much more extensive and richer understanding of Marymount College as an exciting learning environment.

3. **POLICY STATEMENT**

3.1 In today’s current climate of communication access and dissemination of information, the use of social media has a legitimate and wide reaching ability that can provide improved communication, learning opportunities and access for the community. Catholic Education South Australia (CESA) endorses the use of social media given such policies as this are actively in place.

3.2 This policy aims to indicate the potential benefits for Marymount College and conversely identify the considerations for professional, appropriate and safe social media interactions. This is in order to uphold the values of the College and its staff, and likewise awareness for parents and students when discussing matters relating to any aspect of the College.
4. **SCOPE**

4.1 This policy applies to all staff, students and parents/carers who use social media in either a Personal and/or Professional capacity.

4.2 For the purposes of this policy, ‘social media’ is defined as accessible online communities where users can participate in sharing comments, ideas, links, and various other content in multimodal forms. Such communities can be accessible via any network enabled device, either in web-based or app form.

4.3 Social medial platforms can include, but are not limited to:

4.3.1 Social networking: eg Facebook, Instagram, SnapChat.

4.3.2 Video and photo sharing: eg Instagram, Youtube, Flickr.

4.3.3 Micro-blogging: eg Twitter.

4.3.4 Blogging eg WordPress, Edublogs, Blogger.

4.3.5 Encyclopaedias, eg Wikipedia.

4.3.6 Forums and discussion boards, eg Comment fields (news services), Google groups, Yahoo! Answers.

4.3.7 Any other web sites that allow individual users or companies to use simple publishing tools, e.g, Weebly, wikis.

5. **APPROPRIATE USE**

5.1 The following outlines appropriate use of social media in either a:

5.1.1 Personal capacity - such as accounts not tied to College email and are reflective of the individual in a personal / ‘away from Marymount’ capacity.

5.1.2 Professional capacity - such as accounts that may or may not be tied to a College email and where contributions are reflective of the professional educational environment of the College and as an employee of CESA.

5.2 Ensure students have a clear understanding of social media expectations, mode of operation and appropriate use.

5.3 Ensure students have an awareness of measures put in place, adult contacts and strategies to protect from risks both as an account holder and to personal well-being.

5.4 Be aware of the varying social media outlets and their purpose and mode of communication - “What is shared using this form of social media?”

5.5 Be acutely aware of the audience to any social media community - “If I post this here, who will be able to see it?”

5.6 Ensure any posted material is respectful towards individuals and the values of Marymount College.

5.7 Ensure any posted material is not offensive, hurtful, hateful, sexist, defamatory, threatening, harassing, breaches any Court Suppression Order and is illegal in nature.

5.8 Ensure personal details are protected and not openly shared.

5.9 Ensure copyright laws are adhered to and original work is referenced accordingly.
6. **POLICY DETAILS**

6.1 The following details take into consideration Section 4: Social Media, Governance and Responsibilities from Draft Social Media Guidelines (CESA, February, 2014).

6.2 Principals, Coordinators and ICT Network Administrators have the ability to control the level to which social media channels are accessible within the Marymount College network. This differs from the home environment where permissions are set by the parent/guardian.

6.3 Providing students with best social media safeguards while utilising the Marymount College network in accordance with the CESA Draft Social Media Guidelines document.

6.4 Marymount College implements a College ICT Network Policy, Digital Devices Policy and iPad Program policy outlining the appropriate usage of network access within the College. Whilst separate, they form part of the ICT Acceptable Use for all students and staff.

6.5 Forming contemporary effective teaching and learning opportunities for students often requires the use of emerging media. Opportunities are provided for students to access global communities. In these circumstances, staff are obligated to ensure that student safety is protected to the best of their ability and within the limitations set through the ICT network.

6.6 Providing parent and wider communities greater access to Marymount news, information, updates and celebrations aim to encourage positive lines of communication. Any involvement in such communication modes must adhere to the above listed items of appropriate use.

6.7 Where applicable, references to students (eg, work samples, photos, sporting achievements) will have full names concealed.

6.8 Online communities can allow for effective communication avenues for those within the Marymount community. To ensure the appropriate nature of content and values as reflected by the College, the following provisions are required:

6.8.1 Utilisation of the Marymount College name and/or logo must first have College consent.

6.8.2 At least one Marymount College staff member actively engaged within the group.

6.8.3 Contributions to any social media platform are done so with a positive tone.

6.8.4 Understanding that contributions of a negative sentiment will be immediately addressed and where possible, removed.
7. **GOVERNANCE: ROLES & RESPONSIBILITIES**

**Marymount College**

7.1 Any contributions through the use of social media on any platform and as branded by Marymount College, is the direct responsibility of the College. It is the direct responsibility of the College to:

7.1.1 Regularly make checks on the various platforms used.

7.1.2 Effectively manage any communication that may be deemed offensive and/or inappropriate.

7.1.3 Report immediately any evidence of harassment, bullying, or personal attacks to College leadership.

7.1.4 Where social media platforms are used for learning, that applicable teaching staff are aware of their responsibility to maintain, manage and report if necessary.

**Individuals (Staff Members)**

7.2 Staff members are responsible for maintaining a high level of professionalism with respect to the College and their position as an educator of young people. This can be maintained through:

7.2.1 Establishing clear and professional boundaries with students whilst ensuring appropriate safeguards are in place, such as privacy settings - as outlined in the document: *Protective practices for staff in their interactions with children and young people*.

7.2.2 Ensuring that contributions to personal social media accounts maintain the values and reputation of Marymount College and are reflective of the profession.

**Individuals (Students)**

7.3 To ensure that Acceptable Use and iPad Program policies are correctly adhered to and measures are taken to avoid involvement with material that can potentially put at risk personal safety, privacy of themselves and/or others, the safety of the College and offensive attacks towards the College and/or members of the College community.

7.4 Utilise cyber-safe strategies.

7.5 Alert parents / carers / College staff where further action or investigation may be required. Where able, provide supporting evidence such as screen-shots or transcripts.
8. **FURTHER INFORMATION**

Further information from reference documents may be found at:

8.1 CESA: Policy for the Care, Wellbeing and Protection of Children and Young People

8.2 CESA: Protective Practices for staff in their interactions with children and young people

8.3 CESA: Cyberbullying, e-crime and the protection of children


8.5 DECD: Cyber Safety: Keeping Children Safe in a Connected World

8.6 The National Safe School Framework http://www.safeschoolshub.edu.au/home

8.7 The E-Smart Schools Framework https://www.esmartschools.org.au

8.8 Australian Communication and Media Authority: Cybersmart website