



Policy Statement

SOCIAL MEDIA – STUDENT USAGE

**The Hazard –
Social Media**

Social media refers to online tools which provide individual users and/or organisations with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following:

- Social Networking Sites – such as Facebook, LinkedIn, Pinterest
- Video/Photo Sharing Sites – such as YouTube, Snapchat, Flickr, Instagram, TikTok
- Micro-Blogging Sites – such as Twitter, Yahoo Buzz, Meme
- Weblogs – corporate, personal or media blogs published through tools such as WordPress and Tumblr
- Forums & Discussion Boards – Whirlpool, Yahoo! Groups, Google Groups
- Geo-spatial Tagging – such as foursquare
- Online Multiplayer Gaming Platforms – such as second life
- Instant Messaging – including SMS
- Vod and Podcasting
- Online Encyclopaedias – Wikipedia

Any **other** websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

College Policy

St Martins Lutheran College recognises the importance of social media tools as a mechanism for both individuals and organisations to engage and share information.

The purpose of this Policy is to set standards of student behaviour for the use of social media that are consistent with the broader values and expectations of the College community.

We ask that students:

- use social media in a respectful and responsible manner;
- refrain from acting in such a way that brings the College into disrepute or in a way that harms members of the College community;
- do not insult, present offensive or inappropriate content;
- do not misrepresent the College or any member of the College community;

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- respect the confidentiality of others;
- do not bully, harass or resort to personal abuse towards each other or members of the College community;
- do not post content that is hateful, threatening, pornographic or incites violence against others;
- do not film, photograph or record members of the College community without the express permission of the College or use film, photographs or recordings without the express permission of the other parties.

Reputational Risks and Preventative Strategies

Whenever users communicate through social media, their comments and posts may be viewable by a large audience. In this way, all online communications will reflect on the user and their reputation. While this digital representation may have negative repercussions on the person, the College may also be vicariously affected.

In order to avoid reputational damage, students are advised to:

- Remove content that may negatively reflect on them or the College;
- Think before they post and reflect on the potential harm the post may pose;
- Gain permission from the College before publicly sharing College information; and
- Adjust their online security profile to limit the people who can see their personal information.

Sexting

Sexting is the sending or posting of provocative or sexual photos, messages or videos online. Sexting is treated differently under Federal and state or territory laws but in general, sexting will constitute criminal conduct when it involves students aged under 18 and when it involves harassment or bullying. The creation and/or distribution of the images may constitute child pornography. Where sexting involves minors, the Police should be notified.

Implementation

This Policy is implemented through a program of:

- Staff training;
- Student and parent/guardian education and information;
- Effective incident reporting procedures;
- Effective management of bullying incidents when reported;
- Effective record keeping procedures; and
- Initiation of corrective actions where necessary.

Allocation of the overall responsibility for the effective implementation of this policy lies with the Principal.

Breach of Policy

A breach of this Policy may also involve a breach of other College

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policies, and should be read in conjunction with the:

- Cyber Safety Policy;
- Information & Communication Technology (ICT) Policy;
- Student Use of Mobile Phones Policy; and
- Bullying Prevention & Intervention Policy.

A breach of this Policy will be considered by the College and will be dealt with on a case by case basis.

All reports of cyber bullying, hacking and other technology misuses will be investigated fully and may result in a notification to Police where the College is obliged to do so.

Sanctions for students may include, but are not limited to, the loss of computer privileges, detention, suspension, or expulsion from the College.

Students and parents must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by Police over which the College will have no control.

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