Rationale
Glendal Primary School and its employees participate in social media online applications such as social networking sites, i.e. Facebook, wikis, blogs, micro blogs, video audio sharing sites and message boards, that allow people to easily publish, share and discuss content. Social media also includes all other emerging electronic/digital communication applications.

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:
  - Relevant department policies including the Code of Conduct are to be followed.
  - Unlawful (such as breaching copyright) acts when using social media are not permitted.
  - Personal online activities are not to interfere with job performance.
  - Personal Staff views are not necessarily the views of the Department.
  - Staff are not to disclose confidential information obtained through work.

Guidelines
1. Audience and applicability
The terms and conditions contained in this policy document apply to all **Glendal Primary School** employees and all casual, temporary and contract staff. This policy should be read and interpreted in conjunction with:
- Using Social Media: Guide for DET 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.

2. Responsibilities and delegations
The Principal is required to ensure this policy is understood by Staff working within the school.

3. Monitoring, evaluation and reporting requirements
The Principal is responsible for monitoring and evaluating the effectiveness of the policy.

4. Social Media Guidelines
Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at Glendal Primary School 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 DET professional standards.
- Staff are to ensure that their personal online activities do not interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback.
- 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.
- Social network sites provide powerful opportunities for individuals to connect with friends and strangers throughout the world, but at the same time, can expose the unwary to hazards and dangers that users must proactively avoid.
- Social networking is a world-wide phenomenon with which the vast majority of students and their families will engage. Consequently, all members of the school community must be skilled and informed about the advantages, disadvantages, opportunities and potential dangers associated with social networks.
- Social networking and cyber safety will form an essential element of our school's curriculum, including studies of Facebook and Twitter and similar mainstream networking sites.
- Students will learn how to engage with mainstream social networking sites, how to create personal identities, how to communicate with selected others, how to protect their privacy and maintain security, and how to use proper and appropriate internet protocols when communicating.
- Students will be made aware of cyber-bullying, its impact on others, how to avoid and respond to cyber-bullying, and the legal implications and consequences of cyber-bullying.
- Our school will provide social networking information sessions for parents and families.
- Students found to be using the school's technologies or internet services inappropriately for any purpose (including unauthorised or unreasonable use of social networking sites) can expect to be dealt with in a manner consistent with our Student Code of Conduct including prohibited internet access.
- Staff members will not engage in social networks with students other than as part of the educational program. They will not 'friend' students on personal social networks and will adhere to the staff code of conduct regarding social networking.

5. Webpage

Glendal Primary School aims to improve its coverage of events and curriculum programs, including excursions and day to day workings at the school, for the wider community. In doing so the school undertakes the management and integration of the school's webpage into the communication system of the school. In order to maintain consistency and coherence of communication available for the wider school community **Glendal Primary School** undertakes the following:

- No post will contain students' full names (first name only) or any other personal information.
- Only students that have signed consent from their parents/guardians will be allowed to have their photograph and/or name displayed on the Webpage.

References
http://www.education.vic.gov.au/school/principals/spag/governance/Pages/socialmedia.aspx

Evaluation
This policy will be reviewed as part of the school's policy review schedule.

Glendal Primary School is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness.