



Social Media Policy

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Introduction

The school accepts that the use of social media can be an effective business and social tool and that such media is commonly used by members of the Leaning Tree Steiner School (LTSS) community to express their views, comments, and ideas on a whole range of issues.

However, it is expected that all members of the school community should behave within and outside of the school in such a manner that the welfare of members of the school community is not adversely impacted upon or reputation of the School is not negatively affected or brought into disrepute.

LTSS expects those who are part of the school community, when using social media, to show courtesy and respect to others. It should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the school or members of its community.

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the LTSS community. The framework of this policy is based on an atmosphere of trust and individual accountability.

Scope

Governing Board	Executive Management Team	Staff	Students and Families	Volunteers
✓	✓	✓	✓	✓

Related Legislation and Guidelines

Acts and Regulations that may be associated with the use of social media may include but are not exclusive to:

- Criminal Code Amendment (Cyber Predators) Act 2006
- Copyright Act, 1968

- Copyright Amendment (Digital Agenda) Act 2000
- Copyright Amendment (Moral Rights) Act 2000
- Fair Work Act 2009
- Privacy Act 1988
- School Education Act 1999
- School Education Regulations 2000
- Teacher Registration Act 2012
- Teacher Registration (General) Regulations 2012
- Telecommunications (Interception and Access) Act 1979
- Telecommunications Act 1997.

Definitions

Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Sites such as, but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, Chatrooms and Myspace are considered to be social media.

Members of school community include the LTSS Governing Body (GB), the Executive Management Team (EMT), the LTSS staff, enrolled students, families and volunteers.

Rights and Responsibilities

A community can only function effectively when all members afford and treat each other with respect. Members of the school community are expected to give respect to others and the reputation and good name of the School.

This policy is not intended to discourage nor unduly limit a person's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in

our community or the school through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the Ethos of the school. It is considered critical that confidential information must not be shared on any social media site – both school information and that of students/parents/other employees.

When using social media, members of our community are expected that they:

- Demonstrate appropriate personal and professional boundaries and behaviour,
- Demonstrate good digital citizenship,
- Ensure their online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face,
- Respect the rights, privacy and confidentiality of others,
- Ensure all content published is accurate and not misleading,
- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others,
- Think before posting and
- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute.

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It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on

maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

LTSS Social Platforms

LTSS Facebook Page

LTSS utilises a public Facebook page which serves to promote school events as well as the school, share social stories including photographs and publish informative articles related to Steiner Education. Notifications on this page are controlled by the administrator of the group (a member of the Leaning Tree staff) and members of this group are able to like and comment on these posts. Any comments or posts on any of the above pages which are considered to be offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute will be deleted and reported to the social platform's report link. Any conduct such as this by person/s will be considered a breach to this policy as well as other LTSS related policies and further steps will be taken.

LTSS Private Facebook Pages

LTSS utilises private Facebook pages for current parents and staff which serve as a communication platform for non-vital school matters, allow the sharing of social stories including photographs, allow the publishing of informative articles related to Steiner Education and help facilitate parent networking. Notifications on this page are controlled by the administrator of the group (a member of the Leaning Tree staff) and members of this group are able to like and comment on these posts. Any comments or posts on any of the above pages which are considered to be offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute will be deleted. Any conduct such as this by person/s will be considered a breach to this policy as well as other LTSS policies and further steps will be taken.

LTSS Instagram

LTSS utilises Instagram to share social stories including photographs to help promote the school. Notifications on this page are controlled by the administrator of the group (a member of the Leaning Tree staff) and members of this group are able to like and comment on these posts. Any comments or posts on any of the above pages which are considered to be offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute will be deleted and reported to the social platform's report link. Any conduct such as this by person/s of the LTSS community will be considered a breach to this policy as well as other LTSS policies and further steps will be taken.

Breaches of this Policy

A breach of this policy may also involve a breach of other Leaning Tree Steiner School policies, such as, but not limited to:

- Code of Conduct for Governing Board Members
- Code of Conduct for Parents
- Code of Conduct for Staff and Volunteers
- Professional Standards for Teachers in WA
- Bullying Policy
- Privacy Policy
- School Ethos

It is important that members of the LTSS community should be aware that in certain circumstances where a crime has or may have been committed, they may be subjected to a criminal investigation by Police over which the School will have no control.

All reports of cyber bullying and other technology misuses will be investigated and may result in legal action and/or a notification to Police. It is recommended and expected that no child of Primary School age is active on social media.

GB, EMT, staff members and volunteers who breach these policies using social media may, in certain circumstances, be dismissed for misconduct and further actions such as legal or a criminal investigation by Police may arise if necessary.

Families, including students, who breach these policies may be asked to withdraw from the School and in certain circumstances, may be subjected to legal action and/or a notification to Police.

Document and Version Management

Version Number	Governing Body Approval Date	Written/ Amended by	Amendment Details	Review Date (Annually)
1. Sept 2020		Community Manager		Sept 2021

References

AISWA: Social Media V2, 2015. *Policies and procedure guidelines for schools*. Retrieved from

<https://www.ais.wa.edu.au/policy-and-procedure-guidelines>