

Social Media Usage Policy

RATIONALE

Social media is a way of interacting with people through the use of technology. Many people connect through social media websites. These sites allow you to plan events with others and also connect through the internet. Status updates or tweets allow others to see what people are doing.

Many social media tools have privacy settings; however these are not always used appropriately and can allow others who do not know you personally to view your personal life and use your information or images.

Social media also allows people to target others while hiding behind a screen; most things that are said online are not expressed in ways one would use when speaking face to face, and can often be misinterpreted.

AIMS

- to provide staff with a guide to the appropriate use of social media.

IMPLEMENTATION

At Dandenong Valley SDS, we value:

- honesty and abiding by the school code of conduct on and off line
- leadership, teamwork and loyalty
- our community and striving to act in a respectful way.

Every staff member has the right to:

- express their opinion, keeping in mind that online posts can stay online forever
- privacy, keeping personal and professional lives separate and being able to draw a line between both
- support from colleagues
- stay safe online and not have to deal with negative and/or offensive comments or retaliations.

We see appropriate use of social media to include, but not be limited to:

- showing tolerance and acceptance of other people's opinions and choices
- recognising that online actions have consequences, both on and offline
- treating others equally and fairly
- following the code of conduct both online and offline
- showing integrity towards the school, colleagues, self and community
- presenting self and school in a positive way
- not being a bystander, and supporting victims of harassment.

All staff have a responsibility to:



- adjust privacy settings and not share their personal information or that of a colleague online
- not accept students, parents or carers as "friends" on Facebook or other social media sites
- report inappropriate behaviour online
- avoid retaliating to negative comments made online, whether directed at the individual, or a colleague
- avoid becoming involved in anything illegal, or inappropriate, online that may affect their personal and professional lives or that of their colleagues
- be careful about what they say online, and always remain aware of their position as role models in the community both in the school and online
- take responsibility for what they post online and represent the school positively
- be respectful, polite and courteous to others when posting online

EVALUATION

The program and policy will be reviewed annually to ensure that:

- the aims of the policy are appropriate to the needs of the school population
- the policy reflects the School Strategic Plan.
- program goals are consistent with policy

Ratified by School Council- 20th August 2014

Last reviewed July 2018