

THE SPRINGFIELD ANGLICAN COLLEGE SOCIAL MEDIA GUIDELINES

PURPOSE

The purpose of these guidelines is to set standards of behaviour for the use of social media that are consistent with the broader values and expectations of the TSAC community. The following guidelines also identify what should and should not be done when publishing content in social media.

DEFINITION

Social media refers to all social networking sites including Facebook, Twitter, YouTube, LinkedIn, Tumblr and MySpace.

SCOPE

These guidelines apply to the College community including students, parents/carers, teachers and non-teaching staff.

RIGHTS AND RESPONSIBILITIES

The College community is expected to use social media in a respectful and responsible manner and are responsible for the content that they publish and can be held personally liable.

When using social media, our community is expected to ensure that they:

- Respect the rights and confidentiality of others
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, harass or threaten others
- Do not make defamatory comments
- Do not use obscene or offensive language towards others
- Do not post material that is, or might be construed as threatening, harassing, bullying or discriminatory towards another staff member, contractor, or towards parents, clients or stakeholders
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of TSAC (including members of the FSAC Board, College Council or staff and stakeholders) or those within its community
- Do not use criticism to portray a person as socially, mentally, physically or intellectually inferior as a prohibited behaviour
- Do not upload film, photographs or recordings of members of the College community without express permission.

The College community is expected to adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws.

BREACH OF GUIDELINES

All users of social media can also be subject to disciplinary action by the College for publishing inappropriate or confidential content.

Any breach of these guidelines will be considered by the Head of College or Delegate, and sanctions will be applied on a case by case basis.

Appendix 1. Social Media – “Do’s and Don’ts”

Do	Do Not
Follow the procedure. Make yourself aware of and follow all College privacy and confidentiality guidelines. All guidelines, as well as laws such as copyright, fair use, and disclosure laws apply to social media. Ensure you have read and understood any Terms of Use for the social media platform you intend to use.	DO NOT use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in the College. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory.
Communicate in the first person (I, me) when engaging in personal social media communications. Make it clear you are speaking for yourself, and not on behalf of the College.	DO NOT disclose or use the College’s confidential or sensitive information or that of any other person. For example, ask permission before posting someone’s picture in a social network, or publishing in a blog a conversation that was meant to be private.
For IT security, use a security application to protect social media pages and configure social media accounts to encrypt communications whenever possible. Facebook, Twitter and others support encryption as an option. If any content you find on any social media web page looks suspicious in any way, close your browser and do not return to that page.	