

# **Employee Social Media and Networking Policy 2016**

## **Aims**

- A. To safeguard the Kerry Street Community School community, its employees and most importantly, the safety and security of the school's students in all online communication.
- B. The School recognises that employees may use social media channels outside school hours in a private capacity; however, such use can still have a negative impact upon the school and the school wishes to ensure that employees take great care to avoid this by acting in the school's best interests when on-line at all times either on school or private equipment.

## **Scope and Application**

This policy is available on the school website and applies to:

- A. Employees
- B. Council Members
- C. Volunteers

## **Principles**

- A. This policy applies to all employees of the school and all persons who work at or with the school in a casual or voluntary capacity.
- B. Employees must not use the school's computer systems to access social media channels, unless the access is for teaching, pastoral care or educational purposes and the employee has the permission of the Coordinator.
- C. Employees may also be held accountable for any social media use both within and outside the school, on school owned or private equipment, where the school may be recognised and its name brought into disrepute.
- D. Inappropriate use of social media against the employer or co-workers outside of work hours and/or excessive personal use of social media during work hours may, in certain circumstances, result in employees being dismissed for serious misconduct.

## **Responsibilities**

- A. Council**
  - 1. Writing and updating this policy in consultation with relevant parties
  - 2. Need to read, understand and comply with this policy in addition to the school's Internet and Email Usage Policies. The above requirements apply regardless of whether access is restricted to a personal site or to selected persons only.
- B. Coordinator**

1. Need to read, understand and comply with this policy in addition to the school's Internet and Email Usage Policies. The above requirements apply regardless of whether access is restricted to a personal site or to selected persons only.
  2. is to deal with all cases of inappropriate use of social media by staff in accordance with this policy
- C. Administration Staff**
1. Need to read, understand and comply with this policy in addition to the school's Internet and Email Usage Policies. The above requirements apply regardless of whether access is restricted to a personal site or to selected persons only.
- D. Teachers**
1. Need to read, understand and comply with this policy in addition to the school's Internet and Email Usage Policies. The above requirements apply regardless of whether access is restricted to a personal site or to selected persons only.
- E. Volunteers**
1. Need to read, understand and comply with this policy in addition to the school's Internet and Email Usage Policies. The above requirements apply regardless of whether access is restricted to a personal site or to selected persons only.

## **Related Kerry Street Documentation**

- A.** Policies including:
1. Privacy Policy
  2. Email and Internet Use Policy
- B.** Email and Internet Agreement (Staff members)
- C.** Internet Agreement (Students)
- D.** Internet Agreement (Volunteers)

## **Contact Person**

Enquires relating to this policy should be directed to the School Coordinator or Council President.

## **Breaches of this Policy**

Any breach of this policy may result in disciplinary action up to and including termination.

## **Attachments**

- A.** Procedure/Guidelines

## **Review and Authorisation**

- A.** Approved: September 2013
- B.** Agreements were added as Attachments 30/06/2016
- C.** To be reviewed August 2018

*Helen Sugars Duff*

## **Employee Social Media Policy 2016 – Attachment A**

### **Procedure/Guidelines**

- A.** Employees are required to declare their purpose and their position as a representative of the school when using an official staff account.
- B.** Employees must not use social media channels, Skype or similar programs to communicate with current students unless for education or teaching purposes and the employee has the permission of the Coordinator.
- C.** A personal relationship with current students via social media channels (for example, adding a current student as a ‘friend’ or ‘follower’ on Facebook, MySpace or Twitter or accepting an offer to join theirs) may exceed the accepted bounds of a teacher/student relationship and may leave the employee open to allegations of improper conduct. Therefore, employees may not invite students into their personal social networking site or accept an invitation to theirs and may not use social networking sites to email or contact students unless for education or teaching purposes and the employee has the permission of the Coordinator.
- D.** Employees must be aware of “Conditions of Use” for social media sites to be used for teaching purposes and that these conditions could preclude account use by students below certain ages (13 years is frequently stated).
- E.** Employees are advised to use professional discretion before accepting ex-students or parents of current students as ‘friends’ or ‘followers’ on social media channels.
- F.** Employees must not post images that include other employees, volunteers or students on social media channels.
- G.** Employees must not use the School's logo or create School branded accounts which could be interpreted as representing the School;
- H.** Employees must not commit the school to any action or initiative without appropriate authority.

- I. Consistent with privacy laws and other school policies, employees must not, under any circumstances, reveal through social media channels confidential, proprietary or privileged information related to the school or its students, staff members, finance, policies or procedures, which is not otherwise publicly available.
- J. Employees should take note of and comply with any copyright/Creative Commons notices attached to content they wish to use/repurpose. Additionally employees must cite or otherwise acknowledge content sources when they are known.
- K. Employees must not either during or after hours, under any circumstances, disparage or speak adversely about the school or other schools, school business matters or activities, its employees or its students through social media channels.
- L. Employees are reminded that they should not have any expectation of privacy when it comes to content and information stored or posted in the social media environment. Even if employees intend to keep the information private, it may unintentionally enter the public domain. For example, online content may inadvertently be viewed or accessed by colleagues, the media, students or families of students.
- M. Employees may not identify or discuss co-workers or post photographs that include co-workers unless you have obtained their permission first.
- N. Employees need to clearly understand that the School has the right to and may monitor staff use of the internet, email and social media at any time.

**Breach of this policy may result in disciplinary action being taken against the employee. Disciplinary action may include limitation or removal of access to School Systems or termination of employment or a contractor's engagement with the School.**