# MANDURAH CATHOLIC COLLEGE
## UNDER THE PATRONAGE OF THE HOLY FAMILY

# ETHICAL USE OF SOCIAL MEDIA
# STAFF & STUDENTS

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| **CECWA POLICY:** | **Community** |
| **EXECUTIVE DIRECTIVE:** | **Student Safety, Wellbeing and Behaviour** |
| **COLLEGE PROCEDURE:** | **Ethical Use of Social Media (Staff and Students)** |
| **REVIEWED:** | **2021** |
| **NEXT REVIEW:** | **2024** |

*"Mandurah Catholic College is a learning community seeking truth
by living out the Gospel values through the Catholic faith and by promoting the
holistic and optimal development of each student."*

School-based guidelines are not variations to CEWA Executive Directives. They enact contextual decisions; they have the legal obligation of CECWA policy for people acting under the authority of the Principal.  Guidelines are used when there are multiple ways of correctly delivering on a task and there is a need taking in environment, situational awareness and discretion into account in deciding the appropriate course of action.

Please note this document is to be read in conjunction with the CECWA Policy – **Community** and the Executive Directive – **Student Safety, Wellbeing and Behaviour**

## PURPOSE
Mandurah Catholic College recognises the growth of social media within our society and the important role it plays in communication today. The College also recognises the availability and sharing of information on a global level poses a heightened risk of exposure to inappropriate and offensive material.

The College has an obligation to maintain a safe physical, emotional and spiritual environment for staff, students and the wider College community. An important aspect of this responsibility is the safe and appropriate use of the internet and associated technologies and the related cyber safety issues.

MCC will aim to maintain rigorous and effective Cyber safety practices which aim to maximise the benefits of the Internet and ICT devices to student learning and to the effective operation of the school, whilst minimising and managing any risks. We will aim not only to maintain a cyber-safe environment within the College but also to address the education needs of students and staff in relation to the safe and responsible use of present and developing technology.

Social media tools are defined in this policy as all online media which allow users' participation and interaction. Some common examples are:
- social networking sites, eg, Facebook
- video and photo sharing web sites, eg, Flickr, YouTube, Instagram, Snapchat
- micro-blogging and activity stream sites, eg, Twitter
- blogs and blogging platforms, eg, WordPress, Blogger, Tumblr
- forums and discussion boards
- online encyclopaedias, eg, Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, eg, wikis

## SCOPE
**Students** are required to follow the Mandurah Catholic College ICT ACCEPTABLE USE POLICY which can be found on the College Website.

**Staff and Community Members** The College recognises that social media provides a great opportunity to collaborate and communicate with College families and to enhance learning opportunities for students. At all times College teachers and support staff have a legal obligation to develop and maintain professional relationships based on the best interests and safety of our students.

## GUIDELINES

Social media guidelines apply to all staff, Board and committee members, student teachers and volunteers utilising the College's ICT network or engaging in activities that relate to the operations of the College. Staff will at all times maintain a professional relationship with students based upon the students' best interests. Staff will be active role models for students in being good digital citizens.

All teachers and support staff are required to follow these guidelines in social media communication and activity:

1. As a College employee, you are viewed as a role model to students, parents and the community. Think carefully about how you represent yourself when using social media. Even in your private space, you are considered by many as representing the values of the College.
2. Exercise good judgment following principles of ethical behaviour.
3. Use appropriate professional language in all communication.
4. Carefully consider the tone and content of all posts.
5. Keep your private and professional use of social media separate.
6. Do not invite students to your personal social network site.
7. Do not accept invitations from students to their personal social networking sites.
8. Do not respond to personal requests for help or advice from students through social media.  It is not the appropriate forum for sensitive issues.
9. All online spaces set up for College purposes need to be approved by the Principal to avoid legal/ethics issues and to monitor content.
10. All College social media communication should be through the College MPR Department.
11. We encourage you to use privacy settings to ensure that your personal information is kept private. Be aware that your friends can tag and share your information, providing a wider audience than you intended.
12. Images of a student must never be posted on a social media site without explicit permission from the student's parents in accordance with the new Australian Privacy Principles (2014).

## COLLEGE COMMUNITY

Social media provides a great opportunity to collaborate and communicate with College families. We encourage past, present and future families, friends and staff of the College to interact with the College through our online forum. We welcome your thoughts, news and experiences. By following the guidelines below, all members of our online community will feel welcome and valued.

- **Respectful**– it is important that all members of the community are treated with dignity and respect. Please don't use hostile or obscene language, or make negative comments about students, families or staff at the College. This is a page for supportive conversations and is not a forum for debating controversial or personal issues.

- **Family-Friendly** – our Facebook page has users that are under 18 years of age. Explicit language and images have no place here.

- **Relevant** – please stick to the topic of discussion. Off-topic personal conversations that have no relevance to the post should stay on your personal Facebook page.

- **Non-Commercial** – the College does not accept posts of a commercial nature on our Facebook pages and these will be deleted.

- **Legal** – please be aware of copyright laws, intellectual property rights and the privacy law when posting, sharing and commenting. The College will delete posts that contain discriminatory or defamatory posts that relate to ethnicity, religion, gender, disability, sexual orientation or belief; or that encourage illegal activity. All actions on this page are subject to the Facebook Terms of Service.

**INAPPROPRIATE USE OF SOCIAL MEDIA**

The College will not permit inappropriate use of social media by staff, students or community members including:

- Breach of the College's mission and values.
- Plagiarism or breach of copyright when using or repurposing material.
- Excessive time browsing social media at school leading to a decline in productivity.
- Inappropriate use of language or images that portray the College in a poor light.
- Actions that bring the brand and reputation of the College into disrepute.
- Representing themselves as someone else within the College or outside of the College.
- Making promises/statements regarding the College's operations which are misleading, fraudulent or false.
- Disclosing personal information relating to students, staff or volunteers, or official information which is confidential or commercial-in-confidence.
- Use of social media to defame, bully or discredit an individual, group or organisation. The College has a strong Anti-Bullying policy which is available on the College website.
- Conducting private business.
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content.
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose).
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Accessing, downloading or transmitting any material deemed to be illegal under WA or Australian law.
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.
- Compromising the privacy of any person.
- Attempting to gain unauthorised access to the computing resources of other organisations.
- Disruption of the integrity of the College's data or information services.
- Making a statement that might bring the College into disrepute.
- Committing the College to an action or initiative without appropriate authority.
- Disclosing official information without the authority to do so.
- Not complying with laws covering libel, defamation, privacy and the protection of intellectual property.
- Statements that might be interpreted as being in contravention of the teachings of the Catholic Church.

**CYBER BULLYING**

"Cyber bullying is a way of delivering covert psychological bullying. It uses information and communication technologies to support deliberate, repeated and hostile behaviour, by an individual or group that is intended to harm others (Belsey 2007)".

Cyber bullying includes, but is not limited to, the following misuses of technology: harassing, teasing, intimidating, threatening, another person by sending or posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, digital pictures or images or website postings.

The forwarding of private emails, messages, pictures or videos or otherwise inappropriately communicating personal or private information belonging to another person constitutes cyber bullying. Other examples of cyber bullying include impersonating another person online, sending sexually explicit images and intentionally excluding others from an online group or conversation.

**PROCEDURE FOR MISUSE**

Students who believe they are the victims of such misuses of technology outlined in this policy should save and store evidence on their computer, mobile phone or other device. A copy of the material should be printed and the incident reported at the first instance to their Head of Year or the Deputy of Pastoral Care.

Whether cyber bullying occurs during school time or after school hours, it will constitute a breach of College policy and the student will face disciplinary action.

All reports of cyber bullying and other misuses of technology will be thoroughly investigated and students should also be aware that in circumstances where a crime has been committed, they might also be subject to a criminal investigation by Police, over which the College will have no control.

Sanctions may include, but are not limited to, loss of computer privileges, detention, in-school withdrawal, external suspension or exclusion from the College.

## IMAGES TAKEN AT COLLEGE EVENTS

Mandurah Catholic College understands that parents and guardians attending events may want to take photographs or videos of their child. Please respect that other families may not want their child's image taken so please refrain from taking photographs of other students. The new Australian Privacy Principles require that an image cannot be published, or posted online, without the individual's explicit permission. We ask that our families support our efforts to safeguard all students by complying with this legal requirement.

## PERMISSION FOR USE OF IMAGE ON COLLEGE FACEBOOK/WEBSITE

With the introduction of new Australian Privacy Principles (2014), Mandurah Catholic College is working hard to ensure that our College meets best practice in regards to use of our students' images in media and communication. All families sign a form at enrolment on Use of Images for College Communications.  Student images will always reflect the College values and may be posted on College social media including, but not limited to:
- College events
- College Cultural events
- Academic competitions
- Leadership activities
- Sporting events
- Student achievements and successes

In most cases, student images will be part of a group and no identifying information will be included. In images of only one student (such as achievements), the student will be informed that it will be posted on College social media pages and will be given the opportunity to decline.

Parents, Guardians and other family members who attend College events should be aware that they may be photographed. If you see a College photographer, please inform them should you not wish to have your photograph taken OR should you not wish to have it used online, on social media, or in College publications.

## PRIVACY

**Privacy Policy** - The privacy of College students, families and staff is very important to us. The College's Privacy Policy forms part of the Social Media Policy and can be found on the College website under POLICIES.

**College Collection Notice** - The College Enrolment Form, completed by the parents of all incoming students, includes the College Collection Notice which addresses the College's disclosure of personal information and images in accordance with the new Privacy Laws (2014). The College Collection Notice can be found on the College website under ENROLMENTS.