Policy Statement

SOCIAL MEDIA

Date Reviewed: January 2013

Aim
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 St Martins community.

Rationale
Community members at St Martins Lutheran College enjoy the opportunities and rewards that being a member of the school brings. It is therefore expected that everyone will uphold the Christian ethos of the school within the school, in the wider community and in all social media interactions. Students, parents and staff will not act in such a way that the image of the school is brought into disrepute, nor in a way that harms members of the school community.

Social media can be, when appropriately used, an effective educative and social tool and is commonly used by the St Martins community to express their views, comments and ideas on a whole range of issues. St Martins Lutheran College expects school community members to use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent the school or any member of the school community.

Implementation
This Policy applies to students, parents and staff of St Martins Lutheran College.

Rights and Responsibilities

All members of the school community are expected to show respect to others, especially members of the school community and give due respect to the reputation and good name of the school.

When using social media, all members of the school community are expected to ensure that they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the St Martins Lutheran College community.
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
• Do not harm the reputation and good standing of St Martins Lutheran College or those within its community;
• Do not film, photograph or record members of the school community on school related activities without express permission of the school or post film, photographs or recordings on social media websites/online without express permission from the school.

Breach of this policy

A breach of this policy may also involve a breach of other St Martins Lutheran College policies, and should be read in conjunction with the:

Bullying and Harassment Policy
Acceptable Use Policy

A breach of this policy will be considered by the Principal or Delegate, such as Heads of School, or the IT Coordinator and will be dealt with on a case by case basis.

All reports of cyber bullying and other technology misuses will be investigated fully and may result in a notification to Police where the School is obliged to do so. Sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or expulsion from the School. Students, Staff, Parents and Carers must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by Police over which the School will have no control.

Definitions
1. Social Media – refers to all social networking sites such as Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube, MySpace, MSN, Stumbleupon and includes email and mobile devices
2. Members of the school community- all students, parents, carers and staff

References
Review Date and Specifications
To be reviewed: January 2015