



STAFF SOCIAL MEDIA POLICY

Policy Classification		
Policy Number: 01/2014	Date of Origin: February 2014	By Whom & Position: Senior Leadership Team
Policy Audience: Public Domain	Policy Review Date: July 2018	Commencement Date: 1 February 2014
Policy Approval: This policy was approved by the Senior Leadership Team on February 29 2014.		
This policy supersedes all previous policies relating to matters contained herein.		

1.0 RATIONALE

- 1.1 Staff and other authorised users of the College's information and communications technology are to use the technology only in a way that enhances student and staff learning and contributes to the betterment and well-being of the community. The technology is to be used in harmony with the Catholic and Lasallian values that underpin the College.
- 1.2 Oakhill College is well aware of how online social media platforms are transforming the way we interact and learn. Online collaboration enables people to share knowledge and ideas regardless of rank, title or experience. The intention of this Policy is not to dissuade the College Community taking part in online conversations and collaboration, but rather to empower all members to make appropriate decisions in order to reduce the potential of negative impact on the College and the standing of the College in the Community.
- 1.3 This Policy relates to the use of any employer equipment, property or resource at any time, whether during working hours or not, including the use of remote access facilities.

2.0 GUIDING PRINCIPLES

- 2.1 This Policy is intended to provide direction to College staff regarding the use of social networking platforms in the course of their employment or dealings with the College and its students. It also provides instruction on what must not occur when using any social media whilst associated with the College. It clearly outlines that a breach of the policy may result in the College taking disciplinary action.
- 2.2 This Policy rests upon a number of principles which stem from our Lasallian mission as a Catholic College:
 - 2.2.1 That all creation, including modern and developing technologies, can be embraced and utilised in the preaching of the Good News and the transmission of truth through professional work in schools and the education of students;
 - 2.2.2 that as stewards of the resources made available, there is a responsibility to use those resources in a way which observes both the spirit and the code of civil and criminal law in a way that will contribute to the strength and well-being of the community;
 - 2.2.3 that staff work on behalf of the Church and the De La Salle Brothers and through their work aim to reflect the ethos of those communities at all times;
 - 2.2.4 that staff are treated with respect as responsible professionals and that all members of the College community are the primary arbiters of their own conduct;
 - 2.2.5 that staff will use authorised networks to engage in communication that is transparent and cognisant of professional standards at all times.
- 2.3 Social networking, accessing social network sites on College systems:
If staff access social media using College systems this Policy will apply to any such access. In particular any use of social media on College systems will be subject to logging and monitoring. Staff should not have any expectations of privacy for any actions performed on social media sites using College systems.
- 2.4 College systems are provided for professional and work-related purposes. However, the College recognises that on occasions staff may wish to access social media for personal purposes. Such usage should be for expedient reasons only and staff should note that such

usage will also be subject to logging and monitoring.

3.0 POLICY

3.1 Use of Social Media

- 3.1.1 When staff are expected by the College to participate in social media sites as part of their role with the College they are to adhere to the College requirements outlined in this policy and the Staff Code of Conduct.
- 3.1.2 Staff are to exercise responsibility and judgment before posting any material on social media sites. Essentially the rules and policies that apply when interacting face to face with people as a representative of the College will apply to any interactions on social media. Similarly, the normal authorisation and approval process in relation to any content that is posted will also apply.
- 3.1.3 Postings noted on social media sites are to reflect the standards of official postings on official sites that are approved by the Communications & Marketing Office and the College Principal.
- 3.1.4 Staff are to be polite and respectful of the opinions of others at all times and refrain from posting any comments which criticise or undermine posts made by others. Staff are to be careful of what they say about others and are not to post comments which may be viewed as denigrating, defamatory or insulting.

3.2 Personal Use of Social Media

- 3.2.1 The College understands that staff may use various social media for personal reasons on their own computers or other electronic communication technologies or on College systems. Generally, what is done in personal time is a personal matter. However, information staff provide, and statements made, on social media sites may impact the workplace and have significant consequences. This material may be read by others in the College community or the public at large. Once information is published online, it is essentially part of a permanent record, even if staff 'remove/delete' it later or attempt to make it anonymous.
- 3.2.2 When using any social media staff are responsible for their words and actions. It is an individual's responsibility to ensure that posts are appropriate. Using judgment and common sense at all times is essential, and if there is any doubt, staff are encouraged to refrain from posting.

3.3 When Using Any Social Media Staff Must Not:

- 3.3.1 invite students to join their social networking site or accept a student's invitation to join theirs. This includes past students within three years of their graduation or the date they would have graduated where students have left prior to the end of Year 12.
- 3.3.2 communicate with students on social networking sites;
- 3.3.3 post unauthorised photos of students or parents on unauthorised social networking sites;
- 3.3.4 use the College's logo or create College branded accounts which could be interpreted

- as representing the College;
- 3.3.5 contribute anything which would bring staff or the College into disrepute - for example an offensive blog or photo;
 - 3.3.6 engage in any conduct that would not be acceptable in the workplace - for example:
 - (1) making any adverse, offensive, defamatory or derogatory statements about other employees or contractors, students, parents or the College Leadership;
 - or
 - (2) engaging in unlawful discrimination, harassment or bullying of other employees or contractors, students, parents or the College Leadership; and disclose any confidential information about the College, including information about other employees or contractors, students, parents or the College Leadership
 - 3.3.7 identifying or discussing co-workers or posting photographs that include co-workers unless their permission has been obtained first.
 - 3.3.8 as outlined in Section 3.1, online relationships (other than purely in an educational context) between students and members of staff are not to take place online. Students and members of staff must operate in an appropriate capacity therefore being social with students in private social network spaces introduces a dynamic that may place both parties at risk, not necessarily because the relationship is inappropriate but because the relationship could be perceived in that way. Therefore any private communication between these parties creates a high risk situation for all and is prohibited.

The above requirements apply regardless of whether staff have restricted access to sites.

3.4 Expressing Personal Views

- 3.4.1 It can be difficult to draw a line between personal and professional life when using social media. Even when talking as an individual, people may perceive staff to be talking on behalf of the College. By being identified as a College employee or contractor, staff are creating perceptions about their own expertise and about the College. Accordingly, staff need to be careful that all content associated with them does not conflict with College policies and values and their obligations as an employee or contractor.
- 3.4.2 Just because online conduct is outside work or staff have not clearly identified themselves as a College employee or contractor, it may nonetheless be in breach of their obligations to the College as an employee or contractor, whether on social media or otherwise. Caution and common sense should be exercised on that basis.

This Policy is not designed to infringe upon personal interactions or online conversations where staff are clearly speaking as an individual with no reference to the College or their position as a College employee, provided they are otherwise complying with the College's policies and their obligations as an employee or contractor.

3.5 Personal Liability

Information that staff provide and statements made on social media could have significant consequences. For example:

- 3.5.1 making statements about an individual may constitute defamation (in which case staff may be personally liable under applicable legislation to the person about whom they make the statement);

- 3.8.2 making statements may constitute unlawful discrimination, harassment or bullying (in which case staff may be personally liable under applicable legislation);
- 3.8.3 making statements about the College, its business, parents or students, may constitute a breach of staff obligation not to disclose confidential information and their obligation not to make public statements about or on the College's behalf without express authority; and
- 3.8.4 using other persons' material, text, photographs, music, logos and trademarks may breach copyright laws.

Any breach of the above may result in disciplinary action. If unsure about what to do in particular circumstances, staff are to contact a member of the Leadership team.

4.0 EVALUATION AND REVIEW

This policy will be reviewed every two years.

5.0 EXPLANORY NOTES AND DEFINITIONS

- 5.1 The terms and prescribed conduct described in this Policy are not intended to be exhaustive, nor do they anticipate every possible use of social media. Staff are encouraged to act with caution and to take into account the underlying principles of this Policy. If unsure about what to do in particular circumstances, staff should contact a member of the Leadership team.
- 5.2 This Policy is a directive. This Policy sets out the rules which must be complied with when using social media. This Policy is a direction to staff by the College as an employee or contractor of the College. Staff must comply with this Policy. Failure to comply with this Policy may result in the College taking disciplinary action, up to and including termination of employment or engagement.
- 5.3 This Policy applies to employees and contractors when they participate in social networking sites, whether during work hours or outside of work hours on their own computers or other electronic communication technologies, and/or on College systems and devices.
- 5.4 This Policy covers all current and future social media platforms. These platforms currently include, but are not limited to:
 - 5.4.1 Social networking sites: Facebook, Foursquare, LinkedIn, Bebo and Friendster;
 - 5.4.2 Video and photo sharing websites: Flickr, Instagram, YouTube and Snapchat;
 - 5.4.3 Micro-blogging sites: Twitter;
 - 5.4.4 Blogs: including corporate blogs and personal blogs or blogs hosted by traditional media publications;
 - 5.4.5 Forums and discussion boards: e.g. local discussion boards, Whirlpool, Yahoo! Groups or Google Groups;
 - 5.4.6 Online editable encyclopaedias: e.g. Wikipedia and Sidewiki; and
 - 5.4.7 any other websites that allow individual users or companies to use simple publishing tools (together called social media).
- 5.5 Consequences of a breach of this Policy

- 5.5.1 Using social media in a way which breaches this Policy, or any other College policy or staff obligations as an employee or contractor under the law may result in disciplinary action being taken. Disciplinary action may include limitation or removal of access to College systems, and/or up to and including termination of an employee's employment or contractor's engagement with the College.