



ST JOSEPH'S NUDGEES COLLEGE

SOCIAL MEDIA POLICY

POLICY DOCUMENT - JULY 2018



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2 Social Media Policy

Information published on the internet, including that on social media sites, should be considered to be permanently published documents in the public domain. It is impossible to remove information once it has appeared, even after it has been 'taken down'. These sites should also be considered to be easily searchable by anyone.

Social media sites allow the free sharing of information and opinions, and they have their place. They may be useful, entertaining and allow people to share experiences, photographs and messages.

However, they may cause problems within the College community on several levels:

- Breaching privacy
- Cyber bullying
- Defamation or libel
- Obscene or inappropriate activities
- Breach of copyright

These services however do have a place at work as well as in personal life, and because of the highly connected nature of the internet, there is no longer a clear boundary between personal and work life.

WHAT ARE SOCIAL MEDIA SERVICES?

Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. Social networking is perhaps the most common form of social media as popularised by Facebook, LinkedIn and MySpace, but more broadly it includes such services as dating, forums, auction (eBay), blogs (Blogger), video (YouTube), review (RateMyTeacher) and photography sharing (Flickr).

Even Wikipedia falls into this category as a user can edit and create content.

WHY DO WE NEED A POLICY?

Social media is a rapidly developing area and existing Technology Usage Agreements are not written to cover usage away from the College on private infrastructure. We have developed this social media policy for our mutual protection. This document should:

- Give staff the confidence and freedom to try out new things and experiment with online media
- Give students a clear expectation of their usage of online services as a student of Nudgee College, even when not using it at College
- Protect students from potentially dangerous situations
- Protect staff from allegations of wrongdoing
- Give staff clear guidelines for their personal usage.

Social media policies are increasingly more common; Education Queensland has a social networking clause included in their code of conduct (Section 2.2.2 b, Education Queensland, 2009). For example:

- You must not use internet social networks such as Facebook, Myspace or YouTube to contact or access present students enrolled in any school or institute.
- If you use internet social networks in your personal time you must ensure that the content is appropriate and private, and that you restrict access to specific people who are not students.

RULE OF THUMB: IF IT IS ONLINE AND YOU CAN POST OR CREATE CONTENT THERE, THEN IT IS COVERED BY THIS DOCUMENT.



GUIDING PRINCIPLES

Whatever you do online:

1. Must not interfere with your College/work commitments
2. Must not do anything to bring the College, staff or students into disrepute
3. Must not put at risk the wellbeing and reputation of the College, staff or students
4. Must not publish privileged, proprietary or confidential information
5. Must not link to libellous, defamatory, harassing or illegal content, even by way of example

You must report breaches of the policy to the College. Failing to report a breach is a breach in and of itself.

GENERAL ADVICE USING SOCIAL MEDIA

- **Never offer any personal information including but not limited to last name, contact information, home address, phone numbers, College's name, email address, last names of friends or relatives, instant messaging names, age, or birth date. Identity theft is real.** For students, predators may use this information against you.

THE WEB IS PERMANENT; IT WILL RECORD YOUR MISTAKES FOREVER.

- **Write as though everyone knows who you are.** Avoid using pseudonyms or trying to be anonymous, if the service requires a pseudonym still write as if they know who you are. Anonymity is an illusion; your mistakes will follow you eventually.
- **Be honest; do not withhold the truth.** This should be true in any communication.

- **Only post things that are ok for everyone to know.** Use social media services with clearly stated terms of use, and make sure you can protect the actual content, not just the user accounts, with password protection. However, **it should be assumed that anything you put anywhere on the web is in the public domain and viewable by everyone:** your best friend, your worst enemy, staff, parents, and students.
- **Never post provocative pictures of yourself or anyone else.** Be sure any images you provide do not reveal any of the previously mentioned information. Remember to check the background of a picture also. Be aware that transmission of a picture of a minor with nudity is a serious federal offence.
- **Only post content to which you own the copyright.** Breaching copyright is a serious matter and can result in serious legal consequences.

LEGAL LIABILITY

Individuals are legally responsible for their posts.

Individuals can be held personally liable for any commentary deemed to be defamatory, obscene, proprietary, or libellous. Employees should exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterisations.

The summary position is that you post at your own risk.

Outside parties can pursue legal action against you for postings.

STUDENT POLICY

Scope

This policy applies while studying at St Joseph's Nudgee College, and is applicable regardless of where or upon what device the internet is connected, i.e. even on a personal machine, at home, using personal internet connections.

STUDENT SOCIAL MEDIA RULES

1. Student usage must adhere to the guiding principles.
2. Student use of social media whilst in class is forbidden unless directed by staff to do so.
3. Students are not to identify themselves as students of Nudgee College. This is for your own personal safety.
4. Do not post about the College. Posting information and opinion that refer directly or indirectly to the College, its administration, its students as students or its members of staff as members of staff must not be posted unless officially sanctioned by the Principal or Deputy Principal and the individual(s) concerned.

CYBER BULLYING, PEER PRESSURE, SPAM

Breaches of the College Bullying Policy will be dealt with via that policy; repeated breaches using social media are considered a breach of this policy as well as the College Bullying Policy. Cyber Bullying may have serious legal consequences, e.g. a threat to cause serious harm using a carriage service (such as the internet) is an offence under the Criminal Code Act 1995 section 474.15.

STUDENT CONSEQUENCES

Students who breach the policy will be dealt with through the Student Office. Penalties may include:

- Loss of computer privileges
- Scheduled detentions
- Suspension
- Review of enrolment

There may also be criminal or civil legal consequences for your actions.

LEGAL LIABILITY

Students can be held personally liable for any posted commentary deemed to be defamatory, obscene or proprietary. Students should exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterisations.

The summary position is that students post at their own risk. Outside parties can pursue legal action for postings above and beyond any consequences that may arise with the College.

STUDENTS MUST NOT ENGAGE IN BULLYING, SPAMMING, ILLEGAL BEHAVIOUR, MALICIOUS BLOGGING, OR SIMILAR ANTISOCIAL BEHAVIOURS.

**BULLYING.
NO WAY!
TAKE A STAND
TOGETHER**



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