SOCIAL MEDIA POLICY

INTRODUCTION

Students at Yarra Hills Secondary College enjoy the opportunities and benefits that technology provides. All students are expected to abide by the *Acceptable User Policy* and *Mobile Device Policy* in regard to usage of these devices. Social Media is a rapidly emerging source of communication amongst young people. Social media can be, when appropriate, an effective educative and social tool and is used by senior students to express their views, comments, ideas and criticism on a whole range of issues. Yarra Hills Secondary College expects students to use Social Media in a respectful and responsible manner. It is subsequently expected that students will uphold the ethos of the College within and without and in all Social Media interactions. Social Media should not be used to insult, present offensive or inappropriate content, make others feel unsafe or to misrepresent the School or any member of the College community. Students 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 College community.

RATIONALE

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 Yarra Hills community. This Policy governs all Yarra Hills students using social media within school hours as well as when issues arise at school that may have originated outside school hours.

DEFINITION

Social Media – refers to all social networking sites such as:
- Social networking sites (e.g. Facebook, LinkedIn, Myspace)
- Video and photo sharing web sites/programs (e.g. Flickr, YouTube, Snap Chat)
- Blogs, including corporate blogs and personal blogs
- Micro-blogs (e.g. Twitter, Kik)
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- Wikis (e.g. Wikipedia)
- VOD and podcasts
- Video conferences and web conferences
- e-mail, MSN and instant messaging(e.g. Instagram)

Social media also includes all other emerging electronic/digital communication applications.

RIGHTS AND RESPONSIBILITIES

Students are expected to not only show respect to others but give due respect to the reputation of all members of the school community as well as the good name of the school.

When using Social Media, students 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, including making others feel unsafe;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of Yarra Hills Community;
- Do not post content that is hateful, threatening, pornographic, offensive, illegal or incites violence against others;
- Do not make defamatory comments;
- Do not harm the reputation and good name of Yarra Hills Secondary College or those within its community;
- Do not film, photograph or record members of the College community without express permission of the School or use film, photographs or recordings without express permission of the above.

BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other Yarra Hills Secondary College policies, and should be read in conjunction with the:

- Bullying and Harassment Policy;
- Code of Conduct Policy;
- Acceptable Use Policy;
- Mobile Device Policy;

A breach of this policy will be considered by the relevant Coordinator or their delegate and 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 consequences. Sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or expulsion from the College.

Students and Parents 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.

CODE OF ETHICS

When posting anything online students need to:

- Protect their own personal details
- Ensure they all understand the rules of each social media site and put the necessary privacy settings in place to protect them from any potential risks.
- Be aware of basic etiquette and understand the views and feelings of everyone they communicate with
- Ensure all material published is respectful to all individuals and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or is otherwise unlawful
- Ensure that all content published is accurate and not misleading
- Do not impersonate or falsely represent others
- Ensure all information does not breach any confidentiality

RESPONDING TO ONLINE INCIDENTS

1. Write down the web address and the name/user name of the person posting the defamatory material; include time and date of material posted.
2. Take a screenshot or picture and/or print the defamatory material, whether you are able to delete it or not (sometimes you may not have the rights to delete material). Give a copy to the relevant Coordinator
3. Contact the social media network or community in question eg, Facebook (check their 'Help' section for the process for reporting content of this nature)
4. Report cyber bullying to the Police
5. Report cyber bullying to the following websites:
   ACMA: http://www.acma.gov.au/hotline
   Facebook: http://www.facebook.com/report
   My Space: http://www.myspace.com/index.cfm?fuseaction=help.reportabuse
   You Tube: http://www.google.com/support/youtube/bin/request.py?contact_type=contact_us
   Instagram: http://help.instagram.com/165828726894770/

(Ratified by School Council Oct 2016)