Jones Hill State School
Social Media Acceptable Use Policy (Including Facebook)

1. Whole-school agreement

Jones Hill State School is committed to providing staff, students and parents with the best possible information and communication technologies so they can access a wide range of educational resources and learning tools. The school aims to monitor staff, students' and parents' acceptable usage of social media and therefore uphold the school values when these tools are being used, including facebook. Users will be able to 'like' and comment on the school's posts and on comments by other users. However, users will not be allowed to author a post of their own or load media such as photos or videos.

2. Policy rationale

Maintaining an online presence is vital for schools. It not only keeps the school community up to date with activities through a medium that is preferred by many, but it also provides the potential of attracting enrolments. Our Facebook page is a place where we promote our school community by building school spirit. We ask that our school community highlight the positives and bring to the community's attention the good things that make our school great.

3. Aims

The purpose of having a Facebook page is to:
- Further enhance communication with parents (as well as continuing to use paper notes, electronic newsletters, text messages and via the school website).
- Increase awareness of the P&C fundraising and events.
- Publicise and update events happening at the school. (e.g. sports days, school excursions)
- Make school announcements. (e.g. a change in time/date of an event, times of returning excursions, possible school closures)
- Provide marketing to a wider audience.

4. Key understandings and competencies

The Social Media Acceptable Use policy at Jones Hill State School outlines appropriate use of social media for the enrichment of the school community. Jones Hill State School will not tolerate the misuse of social media by students, staff, or parents and therefore explains below sanctions and disciplinary actions in response to any breach of policy.

- All users networking with the Jones Hill State School Facebook page, by either liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name.
- Do not post personal information (such as name, birth date, address, telephone number, current location or school) about yourself or another member of the school community.
- Users should not become involved in negative feedback or conversation. It is more effective to deal with issues at the school level. Please contact the principal.
- Issues involving any of our students or staff must not be raised in the Facebook page.
- Users should not use names that identify students.
- Respect the privacy of the school employees. Don't add school staff members as friends or contacts on social media sites such as Facebook. Refusal may offend.
- Cyberbullying and cyber-aggression is unacceptable. It should be reported immediately by the victim or bystanders, to the principal or school personnel.
- Facebook has a policy that children under the age of 13 are not allowed on Facebook or to make their own Facebook page. Jones Hill State School recognises this restriction.

The following statement comes directly from the Policy and Procedure register, Department of Education. For more information on the Departments guidelines on social media use and the document below please visit the following link: **http://ppr.det.qld.gov.au/corp/commmark/Pages/Use-of-Social-Media-for-Departmental-Promotion.aspx**

Department of Education and Training Acceptable Use Guidelines

These guidelines are to ensure individuals can contribute their opinions and views without being exposed to inappropriate content, offensive language or discriminatory views.

When contributing, do not post any material* that:

• is racist, hateful, defamatory, libellous, derogatory, threatening, harassing abusive, discriminary or humiliating to another person or organisation;

• is pornographic or contains nudity;

• vilifies individuals based on their religion, gender, race or sexuality

• contains material (written, audio, video and other electronic forms) that infringes Intellectual Property* rights such as copyright.

• contains personal information about another individual without their consent (including identifying information, email addresses, phone numbers or private addresses)

• falsely represents another individual, organisation, government or entity,

• infers endorsement of a product, business, company or organisation

• promotes a product, business, company or organisation

• is a statement that may interfere with or prejudice the course of or otherwise deals with civil or criminal proceedings that are presently before any court, tribunal, commission or similar body or any investigation by the police, Crime and Corruption Commission or other agency

The Department of Education and Training retains the right to 'Mark as Spam' any content that does not comply with the above guidelines, irrelevant or otherwise unsuitable.

Individuals should note:

The Department of Education and Training will not republish any personal opinions, views or personal information published on this site, unless:

• required by law

• disclosure is necessary to prevent self-harm or the harming of an individual

• consent has been provided to do so.

The Department retains copies of comments and posts to comply with the *Public Records Act 2002* (Qld). Individuals should also read the department's Privacy Statement http://education.qld.gov.au/home/privacy.html and view the Queensland Government's *Information Privacy Act 2009 (Qld)* http://www.legislation.qld.gov.au/LEGISLTN/CURRENT/I/InfoPrivA09.pdf .

*Intellectual Property covers a wide range of rights, including copyright, patents, industrial designs and trademarks that protect the product of original and creative effort. Copyright owners can prevent others from reproducing or communicating their work without the owner's permission.

* Material includes text, photos, graphics, account names/usernames and account images/profile pictures.

● Jones Hill State School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's blocklist.

● Actions resulting in breaches to this policy may include prohibiting a user from interacting with the school's Facebook page.

5. Shared Responsibilities

Students, staff and families have a shared responsibility to:

• Promote positive online relationships that respect individual differences in the school community.

• Acknowledge their responsibility as role models of positive and respectful online behaviours.

• Be familiar with the school's Social Media Acceptable Use policy and procedures and report incidents of cyberbullying or cyber-aggression on social media in accordance with the school's behaviour management policy.

• Staff to follow up with incidents of cyberbullying in accordance with the school's policy on bullying.

• Respect of the privacy rights of students, staff, families and the school community

6. Reporting social media misuse

Schools have a responsibility to inform staff, students and families about the actions that are to be taken in response to the misuse of social media. Below are the processes to be followed for reporting misuse.

6.1 Process for complaints
Members of the school community may report misuses of social media including cyberbullying by following the procedures for reporting outlined in the school's bullying prevention policy.

- Download an incident report form from the school website. Complete the form and return it to office staff for follow up. Copy or write down the content and if possible, take a screen shot of the content to show who is involved.
- Misuse will be documented and investigated to determine the severity of the behaviour.
- Disciplinary action (following the school's behaviour management policy) will take place if the complaint clearly breaches school policies.
- Police action may be required based on the level of severity of the behaviour. For example, online actions such as making threats or transmitting child pornography break the law and may lead to police involvement.

6.2 Contact points for staff, students and parents
The following points of contact at Jones Hill State School are recommended to deal with any report regarding the misuse of the schools' social media site:

- Use our incident report form, which can be mailed, emailed or hand-delivered to the school office. The form will be passed on to the principal for further investigation.
- Contact the school principal.

6.3 Monitoring – Staff only
Jones Hill State School monitors and edits all online content under the Social Media Acceptable Use policy. This is to ensure the school's Facebook page is able to be used safely and all content is acceptable, the page is routinely monitored for harmful content.
If you become aware of any defamatory material on the school website or facebook page, the following guidelines may be useful:
1. Copy or write down the content and if possible, take a screen shot of the content.
2. Exercise editorial control and delete the content that may impose a risk.

7. Helpful links

Policy and Procedure Register – Education Queensland
http://ppr.det.qld.gov.au/corp/commmark/Pages/Use-of-Social-Media-for-Departmental-Promotion.aspx
Privacy Statement
http://education.qld.gov.au/home/privacy.html
Queensland Government's *Information Privacy Act 2009 (Qld)*
http://www.legislation.qld.gov.au/LEGISLTN/CURRENT/I/InfoPrivA09.pdf

This is a trial of using Facebook as a communication device for our school community. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of a potentially serious or criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.