Catholic College Sale
STAFF SOCIAL MEDIA POLICY

1.0 POLICY AUTHORITY

The Board of Catholic College Sale Limited ('the Board') governs the College. Based on the principle of subsidiarity and in keeping with the Board's Delegations Schedule, the Board delegates a broad range of duties, functions, powers and authority to the Principal of Catholic College Sale (CC Sale). This includes the effective implementation of this *Staff Social Media Policy* and the compliance obligations outlined herein.

2.0 INTRODUCTION

There is great potential for the use of social media in school communities in terms of educational outcomes and as a means of communication. However, staff need to understand the expectations of the College when using social media in a professional and personal capacity as there are also workplace risks that must be appropriately managed.

3.0   PURPOSE

This policy clarifies the College's expectations of staff regarding personal and school-related use of social media. It also advises staff of personal use issues that may impact on their employment at the College.

4.0 PRINCIPLES

4.1 Staff are expected to recognise:
- that their online behaviour should at all times demonstrate respect for the dignity of each person in the community;
- the need to behave in an ethical manner when using social media (even for personal communication) as those communications can reflect on their role at the College, the Catholic beliefs and ethos of the College, and professional expectations and standards;
- their ability to serve as a positive role model for students and as a representative of the College;
- that social media activities may be visible to current, past or prospective staff, students and parents.

4.2 Staff are expected to be aware of and responsive to the major risks associated with the use of social media, including:
- reputational damage to organisations and people;
- disclosure of confidential information and breach of privacy laws;
- posting of offensive, bullying, harassing, and discriminatory material;
- for teachers, breaching the Victorian Teaching Profession Code of Conduct and Ethics issued by the Victorian Institute of Teaching.

5.0 DEFINITIONS

Social media. This refers to a range of online platforms and applications – such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards – that allow people to easily publish, share and discuss content. It includes but is not limited to Facebook, LinkedIn, Tiktoc Instagram, Snapchat, Twitter, Tumblir and YouTube.

Harm. In the context of this policy, harm is any detrimental effect of a significant nature on a person's physical, psychological or emotional wellbeing. Damage to a person's professional reputation and relationships, and/or to the College's reputation or assets, is also included in this definition of harm.

Personal Information. This refers to information about an identified individual, or an individual who is 'reasonably identifiable'. Information that is not about an individual on its own can become personal information when it is combined with other information and this combination results in an individual becoming 'reasonably identifiable'.

6.0 PROCEDURES

6.1 Personal Use of Social Media

Social networking accounts used by staff for their private, social interactions are ultimately very public spaces, despite the tools available to restrict access and protect privacy. Some channels leave an electronic trail that can have serious, albeit unintended, consequences for teachers who breach professional codes of conduct and education laws.

Staff are reminded that injudicious use of their personal social media accounts may have an impact on their employment relationship, such as when usage causes reputational damage to the College, a breach of privacy laws, a breach of child safe policies and codes of conduct, or misuse of intellectual property and copyright materials. Likewise, staff are strongly advised to ensure that friends, family or other acquaintances are aware of the need to use discretion when they post images or information about the staff member on their own social media site.

When using personal social media accounts, staff are expected to:

- comply with College policies and codes of conduct regarding professional standards of behaviour;
- avoid posting personal comments or photos that may be perceived as being made 'on behalf' of CC Sale;
- not use the College's logo or other identifying images, including photographs of students, staff or facilities;
- not engage with the following persons:
    - current students
    - recent former students (i.e. enrolled at the College within a two-year period before connecting); or
    - parents of current students.

The College recognises that special circumstances may exist (e.g. a parent is a personal friend or the former student is a relative), in which case the staff member is encouraged to advise the Principal of the connection and the circumstances.

6.2 Work-Related Use of Social Media

The use of the College's social media accounts/channels for communication between staff, students and other members of the College community is appropriate when there is a valid educational context that is linked to the curriculum or other school-based purpose.

The following expectations and protocols apply in establishing, administering and/or using official College accounts/channels:

- **Duty of care.** Where social media accounts are created for communication between a staff member and students, the social media environment is viewed as an extension of the classroom and the same duty of care is owed.

- **Protective online behaviours.** Teachers are strongly encouraged to regularly instruct and engage with students on matters of protective online behaviours and how to minimise risks. Staff should also remind students of the College's acceptable standards of behaviour as outlined in related College policies (refer 8, below).

- **Student privacy and parental permissions.** The privacy of students' personal information must be maintained, even when the permission of students and parents has been secured to publish content via the account. Particular caution is to be observed in posting photographs or video clips of students.

- **Inclusive practices.** Teachers must make alternative communication channels available for students who do not have social media access or parental permission to participate. As with other school communication channels, staff need to ensure their approaches are inclusive across the cohort.

6.3 Security, Privacy and Access

Staff share a responsibility with the College Leadership Team for the security, integrity and confidentiality of all personal information held by the College. When using social media platforms, staff are expected to exercise due care and diligence in safeguarding personal information – theirs, students, parents, colleagues – from misuse, interference and loss, and/or from unauthorised access, modification or disclosure.

To avoid potentially breaching this policy or compromising the professional expectations of staff as CC Sale employees, it is recommended that staff members:

- ensure the privacy settings of their social media profiles are appropriately set to avoid putting their privacy at risk (for example, minimum recommendation for Facebook accounts: setting to 'only friends' and NOT 'Friends of Friends' or 'Networks and Friends', as these open up content to a large group of unknown people); and
- recognise that even if the maximum security settings have been applied to their social media profiles, the security settings on social media forums cannot guarantee that communications placed online do not become more publicly available than was intended (staff should always assume that posts or communications online may become public).

Staff must understand that the type of security settings used cannot excuse breaches of this policy if the material posted is inappropriate and becomes more publicly available than was intended.

7.0 POLICY BREACHES

Non-compliance with this policy and with the related policies and codes listed below may be grounds for disciplinary action.

8.0 RELATED COLLEGE POLICES

- Acceptable Use of Digital Technologies Policy
- Child Safety and Wellbeing Policy
- Child Safety Code of Conduct
- Complaints Management Policy
- Cyber Safety Policy
- Duty of Care Policy
- Privacy Policy
- Recruitment and Engagement of Staff, Volunteers and Contractors

9.0 MONITORING AND REPORTING

The Board is responsible for monitoring the implementation of this policy and for providing reports as required to the members of the company, i.e., the Bishop of Sale and the Provincial of the Marist Brothers Australia Limited (MSA Ltd).

The Principal is responsible for:
- Ensuring compliance with the obligations outlined in this policy;
- Assigning authority, responsibility and accountability at appropriate levels within the College for policy implementation and compliance;
- Providing delegated staff with the direction, support and resources necessary to fulfil policy requirements;
- Ensuring cyclic reviews of the policy and recommending to the Board any revisions that may be required to accommodate changes in legislation and diocesan directives;
- Reporting and escalating concerns, issues and policy breaches to the Board and working collaboratively with the Board to resolve them.

10.0 APPROVAL

Approved by	CC Sale Ltd Board
Person(s) Responsible	Principal
Date(s) Reviewed or Updated	June 2022
Next Review Date	June 2024