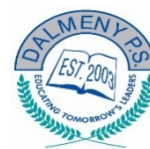


# Dalmeny Public School

## Social Media Policy



### 1. POLICY STATEMENT

*Social media can be a powerful tool to facilitate and enhance communication and learning, as well as build connected communities.*

*Employees of the department are subject to a level of public scrutiny over and above most other public sector employees because of their work with children. It is vital that they employ best practice in the use of social media.*

(NSW Department of Education | Social media implementation procedures 2018)

#### 1.1 Dalmeny Public School staff will:

- Follow relevant department policies including Code of Conduct.
- Act lawfully when using social media – this includes copyright.
- Ensure personal on line activities do not to interfere with work performance.
- Be clear that personal views/ opinions are theirs alone and not that of the NSW Department of Education.
- Ensure confidential information obtained through work is not disclosed.
- Engage in personal or professional conduct that upholds the reputation of the department when engaging in official and professional social media use. (Refer to the Code of Conduct Policy)
- Follow the *Protecting and Supporting Children and Young People Policy* when engaging in official and professional social media use.
- Ensure social media use is linked to a valid educational context.
- Erase photos of students taken on personal devices as part of an educational activity within one week of upload.
- Not use private message facilities.
- Know and understand that social media is an extension of the classroom and carries the same requirements for duty of care. Staff will respond accordingly.

#### 1.3 Social and Electronic Media Rules of Engagement

Dalmeny Public School implements NSW Department of Education Social Media rules of engagement which require the school community to:

##### **Know and follow relevant department policies, including Code of Conduct.**

- What you produce can ultimately have consequences for you.
- Failure to abide by these guidelines and the Code of Conduct could put you at risk.
- Please also follow the terms and conditions for any third-party sites.

##### **Be aware when you mix your work and personal lives.**

- The lines between your personal and professional lives are blurred in online social networks; as are what might be considered 'public' versus 'private' boundaries.
- Your role with the department creates an association between what you say online and the department itself.
- Represent us well and be sure that the content you publish is consistent with your work and our professional standards.

##### **Be transparent and identify yourself when discussing department-related topics or issues.**

- If you are publishing content related to your work, identify that you are a department employee.
- If your comments are not made on an official department social media account, be clear it's your personal opinion.
- As an identified department employee, your comments should be apolitical, impartial and professional.

### **Consider what you say, before you say it.**

- If you're uncertain about something, don't publish!
- It will be around for a long time so make sure it's correct before you post and seek advice if in doubt.
- Remember whatever you publish on your personal account is yours and can have consequences for you personally.
- Don't forget to check your spelling and grammar – your professional credibility is inextricably linked to your online comments.

### **Be original and respect copyright.**

- It is critical that you show the proper respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
- Acknowledge your source – it's also good practice to link to other people's work.

### **Use discretion**

- In your efforts to be transparent, you need to take care not to publish information that should not be made public.
- If you are not responsible for the information, ask permission to publish content that isn't already in the public domain.
- Avoid discussion of industrial or legal issues, and refer these to the relevant directorates if asked to comment specifically.
- Content published on the internet is widely accessible and is public for a long time.
- If you are in doubt about whether information can be made public, seek advice.

### **Play fair: be polite, be considerate**

- Don't be afraid to be yourself but do so respectfully.
- Adopt a polite and considerate tone and avoid crossing the line from healthy debate into attack.
- Be sure to make it clear that your views and opinions do not necessarily represent the official views of the department.

### **Produce content about your area of expertise.**

- Whenever possible make sure you produce content about your areas of expertise, as they relate to the activities of the department.
- If you are responding to a question that falls outside your area of expertise, state that it isn't your area of expertise and that you'll follow up.
- Seek advice from the appropriate area within the department to develop a response.

### **It's a conversation so be human.**

- Share your thoughts and opinions in a personable way.
- Listen to what people are saying, avoid 'lecturing', and produce content that's open-ended and invites response.
- Actively encourage people to submit comments.
- Be plain-speaking, informal but respectful, empathetic, friendly, positive, concise and honest.

### **Admit your mistakes.**

- We all make mistakes. So when you make a mistake, be quick to admit and correct it.
- If you are correcting a mistake do so, but indicate the change you've made.
- If it is more serious and could lead to legal action, contact legal services for advice.

### **Make sure that your personal online activities don't interfere with your job performance.**

- Be mindful of personal time spent on social media at work.

- Used well, social media provides excellent opportunities for professional networking, ideas exchange and customer feedback.

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### **If it's official department communication, be dedicated, be constant.**

- If you decide it's appropriate to use social media for official department communication, you need to get permission from the senior manager in your area first, then ensure appropriate approvals.
- Make sure it is part of an overall communication plan, listen to what people are saying and have someone champion the account to keep the conversation going.
- An untended conversation can send the wrong message, so if you don't have the resources to maintain it, don't do it.

## **2. Audience and applicability**

**2.1** These procedures provide guidance to staff and the Dalmeny school community about how to comply with the department's social media policy and implement best practice when using social media.

## **3. Responsibilities and Delegations**

### **3.1 Access and Security**

- **Dalmeny Public School students will:**
  - not disable settings for virus protection, spam and filtering that have been applied as a departmental standard.
  - ensure that communication through internet and online communication services is related to learning.
  - keep passwords confidential, and change them when prompted, or when known by another user.
  - use passwords that are not obvious or easily guessed.
  - never allow others to use their personal e-learning account.
  - log off at the end of each session to ensure that nobody else can use their e-learning account.
  - promptly tell their teacher if they suspect they have received a computer virus or spam (i.e. unsolicited email) or if they receive a message that is inappropriate or makes them feel uncomfortable.
  - seek advice if another user seeks excessive personal information, asks to be telephoned, offers gifts by email or wants to meet a student.
  - never knowingly initiate or forward emails or other messages containing:
    - a message that was sent to them in confidence.
    - a computer virus or attachment that is capable of damaging recipients' computers.
    - chain letters and hoax emails.
    - spam, e.g. unsolicited advertising material.
  - never send or publish:
    - unacceptable or unlawful material or remarks, including offensive, abusive or discriminatory comments.
    - threatening, bullying or harassing another person or making excessive or unreasonable demands upon another person.
    - sexually explicit or sexually suggestive material or correspondence.
    - false or defamatory information about a person or organisation.
  - ensure that personal use is kept to a minimum and internet and online communication services are generally used for genuine curriculum and educational activities. Use of unauthorised programs and intentionally downloading unauthorised software, graphics or music that is not associated with learning, is not permitted.
  - never damage or disable computers, computer systems or networks of the NSW Department of Education and Training.
  - ensure that services are not used for unauthorised commercial activities, political lobbying, online gambling or any unlawful purpose.
  - be aware that all use of internet and online communication services can be audited and traced to the e-learning accounts of specific users.

### **3.1.2 Privacy and Confidentiality**

#### **Dalmeny Public School students, staff and parents will:**

- never publish or disclose the email address of a staff member or student without that person's explicit permission.
- not reveal personal information including names, addresses, photographs, credit card details and telephone numbers of themselves or others.
- ensure privacy and confidentiality is maintained by not disclosing or using any information in a way that is contrary to any individual's interests.

### **3.1.3 Intellectual Property and Copyright**

#### **Dalmeny Public School students, staff and parents will:**

- not plagiarise information and will observe appropriate copyright clearance, including acknowledging the author or source of any information used.
- ensure that permission is gained before electronically publishing users' works or drawings. Always acknowledging the creator or author of any material published.
- ensure any material published on the internet or intranet has the approval of the principal or their delegate and has appropriate copyright clearance.

### **3.1.4 Misuse and Breaches of Acceptable Usage**

#### **Dalmeny Public School students and staff are:**

- held responsible for their actions while using internet and online communication services.
- held responsible for any breaches caused by them allowing any other person to use their e-learning account to access internet and online communication services.
- subject to the withdrawal online services in the event of a misuse of internet and online communication

### **3.1.5 Monitoring, evaluation and reporting requirements**

#### **Dalmeny Public School students and staff will:**

- any internet site accessed that is considered inappropriate.
- Report any suspected technical security breach involving users from other schools, TAFEs, or from outside the NSW Department of Education.

### **3.1.6 Communication Devices**

#### **Dalmeny Public School, students, staff and parents will:**

- be lawful, ethical and efficient in their official or private use of public property and services
- will be productive in the use of their work time.
- be recognised as also private citizens with individual personal needs and obligations.
- require opportunities to make use of communication devices for personal purposes.
- be reasonable in their use of communication devices for personal purposes.

### **3.1.7 Privacy and Personal Information Protection (PIIP)**

#### **Dalmeny Public School, students, staff and parents will respect:**

- respect the privacy of others and ensure no information or opinion about an identifiable person such as name, gender, address etc. is shared on social media.
- everyone's right to exercise control over personal information and
- ensure the privacy necessary to protect others and our own individual dignity and autonomy.

## **3.2 Code of Conduct**

### **3.2.1 Responsibility to the Government**

#### **Dalmeny Public Staff will:**

- implement relevant Department of Education and Training Policy as determined relevant by the Government;

- participate in the development and implementation of departmental objectives and initiatives resulting from policy and
- align behaviour with the values of departmental policy

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### 3.2.2 Servicing Public Interest

#### Dalmeny Public Staff will:

- behave in a manner that promotes confidence in the integrity of Public Education;
- perform their duties objectively, making decisions using established criteria and considering only relevant criteria and
- have all of the normal rights and obligations of employees under common and statute law.

### 3.2.3 Duty of Care to Students

Staff has a duty of care to protect the well-being of students. The standard of care is commensurate with the maturity and age of the students.

#### Dalmeny Public Staff will:

- assess risks associated with activities;
- address and manage risks associated with activities;
- provide adequate supervision based on student maturity, reliance and needs;
- participate in training and development to assist with risk assessment and management;
- implement policy and procedures for child protection and student welfare.

### 3.2.4 Community Involvement

Staff recognises the importance of the involvement of the wider community in schools and will provide opportunities for parents / interested parties to participate in policy development and teaching and learning activities – where appropriate.

### 3.2.5 Professional and Appropriate Behaviour

Staff is professional and will exercise the best technical and professional judgment, adhering to ethical codes of the teaching profession.

#### Dalmeny Public Staff will:

- make effective and sound judgments;
- strive for quality in teaching and learning in themselves and teachers that are supervised;
- participate in policy development, plans and programs and effective implementation;
- promote and support Public Education;
- strive to impart the knowledge, skills and strategies students require in order to become effective learners and members of the community;
- devise and support effective teaching and learning and evaluation programs;
- use assessment to inform their teaching;
- meet the individual needs of students;
- participate in professional development in order to deliver quality education as a result of sound curriculum development, delivery and evaluation, classroom management and teaching skills;
- have the support of supervisors who promote integrity, professional behaviours, appreciation, recognition and mutual respect.
- assess, evaluate and improve systems, acting on suggestions – where relevant and appropriate;
- dress in a comfortable manner that demonstrates respect for themselves and the community;
- be aware that unlawful or unprofessional conduct that damages the reputation of the department may result in disciplinary action by the Department of Training and Development;
- treat members of the public, their colleagues, students and parents with respect, fairness and equity;
- employ consultative decision making procedures informing relevant parties as promptly as possible;
- promote cooperation, collegiality and harmony in the work place;
- respect and care for departmental property;

- carefully review any documents they are asked to sign and
- be aware that personal references cannot be given on behalf of the school.

### **3.2.6 Respect for people and property.**

Staff will provide for a co-operative, collaborative and collegial atmosphere conducive to the promotion of integrity in the workplace will assist staff in the implementation of this Code.

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### **3.2.7 Fairness and Equity**

- Decisions involving individuals will be based on fact and in accordance with established procedures.
- Decisions will be fair, made with integrity, objectivity and honesty.
- All students will be treated equitably and in accordance with special needs, policy and established procedures.
- Staff will identify themselves when dealing with the school and wider community – where relevant.

### **3.2.8 Ethical Decision Making**

#### **Questions to consider**

- Is this decision lawful?
- Who needs to be consulted in this decision?
- Does the decision align with DET policy, procedures and principles?
- What will be the outcome? How will this affect all stakeholders?
- Is there a conflict of interest?
- Can the decision be justified?
- Would the decision withstand public scrutiny?

Policy Date: 9<sup>th</sup> September 2019

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