SOCIAL MEDIA POLICY

What you need to know

- Mount Annan Christian College realises that part of 21st century learning is adapting to the changing methods of communication.

- The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning.

- To this end, the College has developed the following policy to provide direction for employees, students and the College community when participating in social media activities.

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Vision Statement

To provide a Christ-centred learning environment that empowers each individual to enjoy a life of purpose.

Purpose

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 Mount Annan Christian College community. It is about creating an atmosphere of trust and individual accountability. This policy seeks to set the parameters for social media usage and provide direction for employees, students and the College community when engaging in social media activities. When using social media, all stakeholders need to be mindful of propriety and that they are acting in a respectful manner.

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The purpose of this policy is to:

- Show the College's commitment to embracing social media as a part of 21st century learning and a tool for communication

- Reinforce the importance of respectful and appropriate social media usage for all stakeholders

- Highlight the rights and responsibilities of College community members

- Outline the College's expectations for College community members when using social media

- Inform stakeholders about breaches to this policy and potential consequences therein

Scope

This policy applies to the whole College community: staff, students, and parents/carers. All stakeholders should familiarise themselves with this policy and uphold the College's expectations at all times when accessing and using social media.

Policy implementation

Mount Annan Christian College realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this end, the College has developed the following policy to provide direction for employees, students and the College community when participating in social media activities.

The College accepts that the use of Social Media can be an effective business and social tool and that such media is commonly used by members of the Mount Annan Christian College community to express their views, comments, and ideas on a whole range of issues.

However, it is expected that all members of the College community should behave within and outside of the College in such a manner that the welfare of members of the College community is not adversely impacted upon or reputation of the College is not negatively affected or brought into disrepute.

Mount Annan Christian College expects those who are part of the College community, when using Social Media, to show courtesy and respect to others. It should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the College or members of its community.

Definition

Social Media – is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration, but not limited to, Facebook, WhatsApp, X (formerly Twitter), Instagram, LinkedIn, YouTube, Chat-rooms, Myspace, TikTok, Snapchat, WeChat, Twitch, Tumblr, Quora, and Messenger.

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Responsibilities and rights

A community can only function effectively when all members afford and treat each other with respect. Members of the College community are expected to give respect to others and the reputation and good name of the College.

This policy is not intended to discourage nor unduly limit a person's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in our community or the College through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the Christian Ethos of the College.

When using Social Media, members of our community are expected to:

- Demonstrate appropriate personal and professional boundaries and behaviours

- Demonstrate good digital citizenship

- Ensure their online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face

- Respect the rights, privacy, and confidentiality of others

- Ensure all content published is accurate and not misleading

- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others

- Think before they post

- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the College's reputation or bring it into disrepute

- Not use social media as a means to criticise or denigrate others in the College community

It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

Any pages, accounts, and/or groups on social media using the MACC brand (including pages specifically established for communication amongst parents/carers of MACC students) must be approved by MACC and have one of MACC's approved staff as an Administrator of the page, account, and/or group.

Breach of this policy

A breach of this policy may also involve a breach of other Mount Annan Christian College policies, such as, but not limited to:

- IT Acceptable Use Policy

- Mandatory BYOD Acceptable Use Policy

- Mobile Phone Acceptable Use Policy

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- Parent Code of Conduct

- Staff Code of Conduct

- Primary Student Management Policy

- Secondary Student Management Policy

- Anti-Bullying Policy

- Child Protection Policy

If an employee comes across negative remarks about the College and/or its operations online, they are required to pass these onto the College.

Any breach of this policy will be considered by the Executive Team as serious, and will be dealt with on a case-by-case basis.

All reports of cyberbullying and other technology misuses will be investigated and may result in a notification to the Police.

Student sanctions may include, but are not limited to, the loss of computer privileges, detention, suspension, or exclusion from the College.

Parents who breach this policy may be asked to withdraw their child from the College in cases which adversely reflect on Mount Annan Christian College.

It is important that staff, students, and parents should be aware that in certain circumstances where a crime has or may have been committed, they may be subjected to a criminal investigation by Police over which the College will have no control.

Related policies and procedures

- IT Acceptable Use Policy

- Parent Code of Conduct

- Staff Code of Conduct

- Primary Student Management Policy

- Secondary Student Management Policy

- Anti-Bullying Policy

- Student Welfare Pastoral Care Policy

- Child Protection Policy

- Statement of Faith

- This policy needs to be read in conjunction with all other College policies