

SOCIAL MEDIA POLICY

1. MISSION AND VISION

Mission: Excellence in education within a Christ-centred environment in which all flourish.

Vision: An inclusive, innovative system of Catholic schools in which lives are transformed through witness to Christ.

2. PURPOSE

Social media is used in Catholic Education Diocese of Bathurst to help create vibrant Catholic school communities of faith and learning. It is used in a valid educational and business context that facilitates inclusive relationships, contemporary communities and multi-directional interactive exchange of information, conversation or activity. Users of social media are required to manage their digital footprint by interacting responsibly and ethically and productively, in line with our Catholic ethos.

This policy has been developed to support Catholic Education Diocese of Bathurst, schools and staff to minimise the reputational risk of individuals, schools and/or Catholic Education Diocese of Bathurst. It also ensures that schools meet their compliance requirements with the New South Wales Education Standards Authority (NESA) and the Australian Education Act 2013.

3. DEFINITIONS

Definitions related to this policy are linked in Appendix 1.

4. EXPECTATIONS

It is expected that all employees, students, parents, volunteers and contractors will adhere to the scope and procedures and implementation outlined in this document.

Catholic Education Diocese of Bathurst Responsibilities are to:

- support high quality communication with the community, parents and students through the use of social media platforms
- encourage a positive experience through Social Media interaction
- model respectful communication and interaction through Social Media
- ensure principals are aware of their responsibilities in relation to the approval and maintenance of each Social Media presence
- ensure the Catholic Education Diocese of Bathurst Social Media Statement (Appendix 3) is clearly accessible on each Catholic Education Diocese of Bathurst social media presence
- maintain *Catholic Education Diocese of Bathurst Social Media Standards* (see Appendix 3)
- investigate and respond to possible breaches of *Catholic Education Diocese of Bathurst Social Media Standards*. (see Appendix 3)

Social Media for Learning and Wellbeing

School Responsibilities are to:

- ensure all staff, students and parents are aware of; agree to and act in accordance with the Acceptable Use of Technology for Staff or Students
- ensure digital citizenship education occurs in a timely and relevant manner on issues associated with the use of Social Media
- ensure there is a valid educational context when communicating and sharing content between teachers and/or students and/or parents/carers

Social Media as a means of Communication

School Responsibilities are to:

- ensure that, where an official school social media presence is being used for communication, they are established, registered and maintained according to the *Catholic Education Diocese of Bathurst Social Media Administration Procedure* (Appendix 2)
- ensure each official school social media presence has a link to the *Catholic Education Diocese of Bathurst Social Media Statement* (Appendix 3)
- obtain consent each year from parents/carers for the use of student's image and created works in any media form
- address any non-compliance to the *Catholic Education Diocese of Bathurst Social Media Standards* (see Appendix 3)
 - by students according to the *Catholic Education Diocese of Bathurst Social Media Standards Noncompliance (Students) Procedure* (Appendix 4)
 - by staff according to the *Catholic Education Diocese of Bathurst Social Media Standards Noncompliance (Staff) Procedures* (Appendix 5)
 - by parents/carers according to the *Catholic Education Diocese of Bathurst Social Media Standards Non-compliance (Parents/Carers) Procedures* (Appendix 6)
- adhere to *Data Breach Response Guidelines* when a potential notifiable data breach has occurred on any official school social media presence
- ensure at least two staff members have administration access to the account, including one executive
- implement a procedure to ensure the account is monitored daily, including holiday and weekend reviews
- implement a procedure to ensure the administrator details are correct and up to date including removing old administrator details
- changed administrator details are then registered through the *Catholic Education Diocese of Bathurst/School Social Media Register Form*
- take measures to remove any unofficial school social media presence and actively move all school communications to approved platforms
- ensure there is a valid educational context when using social media as a communication tool
- report promptly to Catholic Education Diocese of Bathurst, any content on social media that may cause risk to Catholic Education Diocese of Bathurst or any of its school communities
- adhere to the *Catholic Education Diocese of Bathurst Social Media Administration Procedure* (Appendix 2)
- report promptly to the Principal when there is a concern about inappropriate use of, or content on:
 - any official school social media presence
 - any social media, that may negatively impact on Catholic Education Diocese of Bathurst or any of its school communities
- ensure that when social media is used for communication, no students or families are disadvantaged when access is unavailable or restricted

Student Use of Social Media

School Responsibilities are to:

- ensure that each student has engaged in an approved Catholic Education Diocese of Bathurst Digital Citizenship Program each year
- ensure each student and parent/carer is provided with and signs the *Catholic Education Diocese of Bathurst Student Acceptable Use of Technology Agreement* at the commencement of each year

- ensure at least two staff members have administration access to the account and it is monitored daily, including monitoring student interactions on each official school social media presence.
- ensure that each official school social media presence is compliant with and linked to the *Catholic Education Diocese of Bathurst Social Media Standards*.
- Adhere to the *Catholic Education Diocese of Bathurst Social Media Standards Non-compliance Procedures (Appendix 3)* when there is a concern about inappropriate use of, or content on:
 - any official school social media presence
 - any social media, that may negatively impact on Catholic Education Diocese of Bathurst or any of its school communities

Parent and Community use of Social Media

School Responsibilities are to:

- ensure the Catholic Education Diocese of Bathurst Social Media Statement is clearly accessible on each official school social media presence
- provide parents/carers with the Catholic Education Diocese of Bathurst Social Media Statement at enrolment and the commencement of each school year
- advise parents/carers of each official school social media presence approved by the school, to the exclusion of all others
- advise parents/carers of the expectation to seek permission from the Principal to establish a social media presence that uses the school name or school crest (see Appendix 2 for process)
- advise parents/carers of the expectation not to post content on social media to other students without the express consent of their parents/carers
- advise parents/carers of the expectation to promptly notify the school of inappropriate use of, or content on:
 - any official school social media presence
 - any social media, that may negatively impact on Catholic Education Diocese of Bathurst and any of its school communities
- adhere to the *Social Media Standards Noncompliance (Parents/Carers) Procedure* when there is a concern about inappropriate use of, or content on:
 - any official school social media presence
 - any social media that may impact negatively on Catholic Education Diocese of Bathurst and any of its school communities.

Data and Privacy on Social Media sites

All data breaches and privacy breaches must be dealt with in accordance with the Data Breach Response Guidelines or Critical Incidents Management Policy.

5. LEGISLATIVE FRAMEWORK

NSW Government Information (Public Access) Act 2009

NSW Minors (Property and Contracts) Act 1970

Commonwealth Privacy Act, 1988 and Privacy Amendment (Enhancing Privacy Protection) Act 2012 (the Privacy Reform Act)

Commonwealth Copyright Act 1968 and Copyright (Digital Agenda) Act, 2000 also 2006 Amendments. Also 2015 Anti-Piracy Amendments

Commonwealth Online Safety for Children Act 2015

NSW Crimes Act, 1900

Commonwealth National Safe Schools Framework, revised framework 2011

Commonwealth Telecommunications Act 1997

NSW Privacy and Personal Information Act 1998

'Social Networking Protocol for the Catholic Church in Australia' Australian Catholic Bishops Conference, 2009.

6. RELATED POLICIES AND GUIDELINES

Staff and Student Acceptable Use of Technology Policy Catholic Education Diocese of Bathurst
Professional Conduct in the Protection of Children and Young People Catholic Education Commission
 now Catholic Schools New South Wales ratified by Catholic Education Diocese of Bathurst
Complaints and Grievances Policy Catholic Education Diocese of Bathurst
Critical Incidents Policy Catholic Education Diocese of Bathurst
Discrimination, Harrassment and Bullying Policy, Catholic Education Diocese of Bathurst
Enrolment Policy Catholic Education Diocese of Bathurst
Pastoral Care Policy Catholic Education Diocese of Bathurst
Suspension, Expulsion and Exclusion Policy Catholic Education Diocese of Bathurst
Work Health and Safety Policy Catholic Education Diocese of Bathurst
NCEC and AIS Privacy Compliance Manual 2018
Risk of Significant Harm Policy Catholic Education Diocese of Bathurst
Allegations Against Employees Policy Catholic Education Diocese of Bathurst
Copyright Policy Catholic Education Diocese of Bathurst
Staff Discipline Policy Catholic Education Diocese of Bathurst
Privacy Policy Catholic Education Diocese of Bathurst
Data Governance and Management Policy Catholic Education Diocese of Bathurst
Data Breach Response Guidelines Catholic Education Diocese of Bathurst

7. POLICY ADMINISTRATION

This policy has been ratified by the Executive Director of Schools and implemented and will be reviewed periodically, or in the event of any information or incident that indicates the need for a review, or following relevant legislative or organisational change.

It is the responsibility of anyone accessing this document to ensure that the current version is downloaded from Catholic Education Diocese of Bathurst website.

Date of Implementation	2012
Date of Last Review	2021
Date for Next Review	2025
Responsible for Review	Leader; HR, WHS, Risk and Legal

Appendices

Appendix 1	Definitions
Appendix 2	Social Media Administration Procedure and Social Media Request Form
Appendix 3	Social Media Statement and Social Media Standards
Appendix 4	Social Media Standards Noncompliance (Students) Procedure
Appendix 5	Social Media Standards Noncompliance (Staff) Procedures
Appendix 6	Social Media Standards Non-compliance (Parents/Carers) Procedures
Appendix 7	Catholic Education Diocese of Bathurst/School Social Media Register Form
Appendix 8	Social Media Groups

Appendix 1 Definitions

Social Media

Refers to all online media including social networking sites, apps and services that enable users to connect, participate and interact with each other. It allows users to electronically socialise, communicate and share information, ideas and content - it may involve the sharing of personal information through comments, the sending of messages and the posting of photos and videos. Social media platforms are constantly evolving, but commonly facilitate user participation and interaction via virtual communities and networks, and may involve creating user profiles and sharing user-generated content. It includes, but is not limited to: SeeSaw, Facebook (and Facebook Messenger), YouTube, Instagram, Twitter, LinkedIn, Snapchat, Vine, Flickr, Reddit, FourSquare, Tumblr, Pinterest, WhatsApp and Viber. For the purposes of this policy, Social Media also refers to interactions with others during online games and games apps.

Official Social Media Presence

is a page, group, account or space on social media that is endorsed by the School Principal as an official online presence and communication channel of the school. Social media may be used at a variety of levels in and outside the school such as the whole school, faculty, class or other school level. Common examples include, but are not limited to: school website, an official school Facebook page, an official school parents or P and F Facebook group, an official school faculty Instagram account or official school club Twitter account, and the Google classrooms used for learning in students' classes at school.

Appendix 2

Catholic Education Diocese of Bathurst Social Media Administration Procedure

Catholic Education Diocese of Bathurst Social Media Administration Procedure has been developed to support schools and staff in the administration and management of social media, and any closed and open official social media presence.

It ensures that:

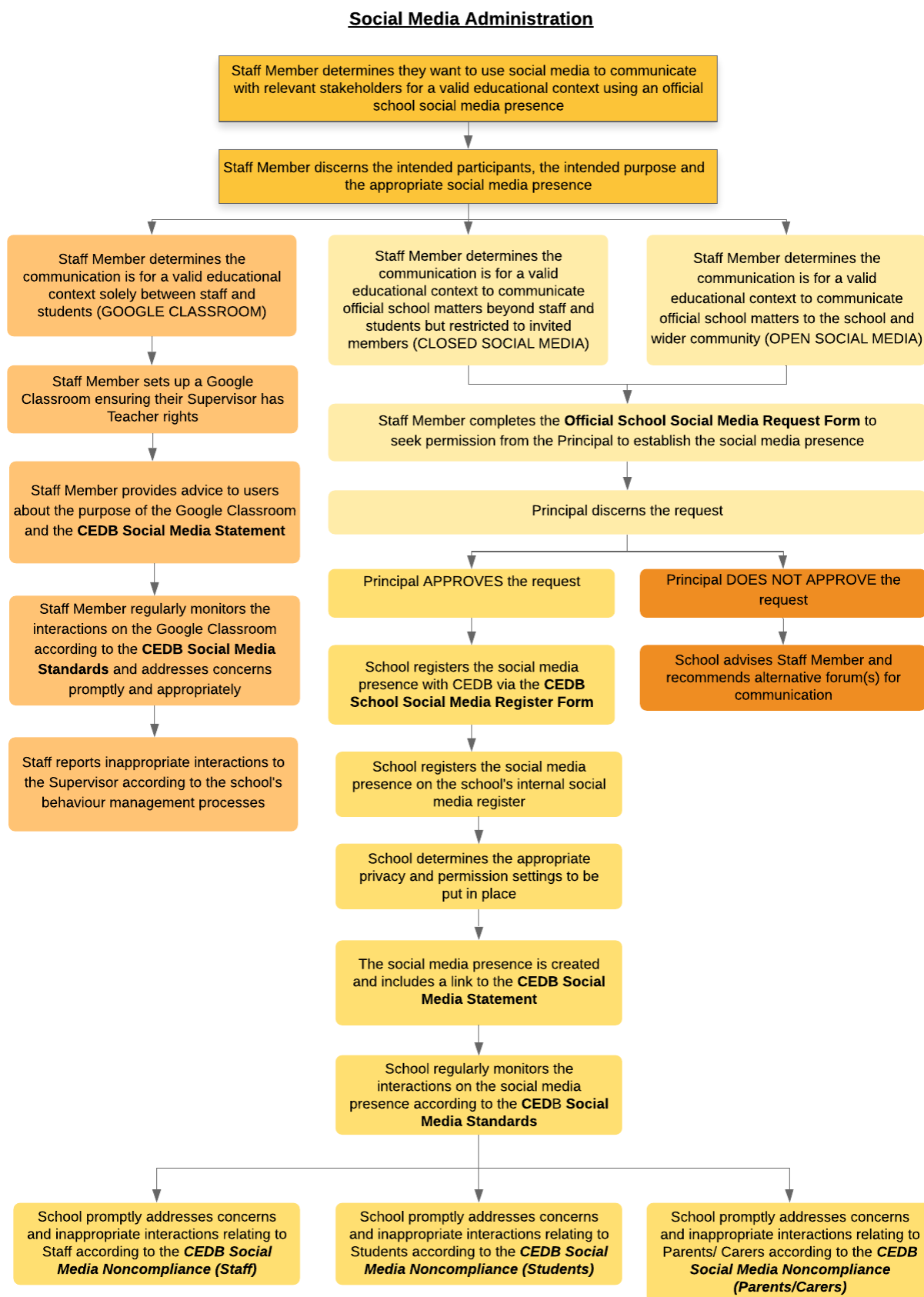
- social media is used to support communication for valid educational contexts
- school social media is approved by the Principal to enhance education or communication processes
- social media is appropriately established, registered and maintained
- social media has at least two staff members with administration access to the account and it is monitored daily. When administrators change, passwords should be reset and new details registered through the Catholic Education Diocese of Bathurst/School Social Media Register Form.
- Catholic Education Diocese of Bathurst and/or school social media platforms must be administered using a @bth.catholic.edu.au email account. It is recommended that one of these administrators be a member of the school executive.
- If a platform supports multiple administrators, each administrator should use their own staff account
- If a platform only allows a single administrator, then the school generic reception email address should be used
- when an administrator changes, appropriate handover of administration details must occur
- stakeholders are aware of their rights and responsibilities and are protected when communicating on social media
- schools and staff minimise the reputational risk of individuals, schools and Catholic Education Diocese of Bathurst
- a centralised record is maintained at Catholic Education Diocese of Bathurst of each social media presence

Social Media Request

This document is to be completed when requesting a **new** school Social Media Presence, and given to the Principal for consideration.

Name of Social Media presence	
Reason for Social Media Presence	☐ learning ☐ communication
Comments regarding the request	
Administrator 1 Name	
Administrator 2 Name	
Principal approvals and/or comment	☐ approved ☐ not approved
Principal Name	
Principal Signature and date	

If approved, please follow the remaining processes in the Social Media Administration flowchart including registering the Social Media with Catholic Education Diocese of Bathurst.



Appendix 3



Catholic Education Diocese of Bathurst Social Media Statement

Social media is used in Catholic Education Diocese of Bathurst to help create vibrant Catholic school communities of faith and learning. In this context, social media is any form of online presence used in valid educational contexts that facilitates inclusive relationships, contemporary communities and multi-directional interactive exchange of information, conversation or activity. Users of social media are required to manage their digital footprint by interacting responsibly and ethically, in line with our Catholic ethos, respecting the dignity of all involved.

Catholic Education Diocese of Bathurst maintains a social media presence on various platforms. Users of social media should consider their rights and responsibilities for promoting the respect and dignity of all participants.

Social Media Standards

Catholic Education Diocese of Bathurst encourages the use of social media for open and productive dialogue. When using social media it is expected that individuals will:

- respect the dignity, confidentiality and privacy of self and others
- promote Catholic values and perspectives
- refrain from behaviour which may bring the school or Catholic Education Diocese of Bathurst into disrepute
- not publicly criticise Catholic Education Diocese of Bathurst, schools, staff or students
- maintain appropriate security measures
- align their actions and interactions with the Policies of the Catholic Education Diocese of Bathurst and school
- align with the parameters of the intended purpose of the social media presence.

In order to create a positive experience and the maintenance of respectful relationships it is expected that material posted:

- will not defame, discriminate, offend, abuse, harass, intimidate, threaten or insult
- does not constitute trolling ;
- is not unlawful or infringe copyright or any other intellectual property rights;
- does not breach or invade anyone's privacy;
- does not impersonate or misrepresent any person, organisation or entity;
- does not consist of any proprietary, confidential, sensitive or private information;
- does not constitute spam, unauthorised advertising or soliciting, or links that contain any kind of virus, spyware or malware;
- is not off-topic, redundant or excessively long.

Social Media and Privacy

The Schools Privacy Compliance Manual NSW is used to guide Catholic Education Diocese of Bathurst compliance with privacy laws. More information regarding online privacy can be obtained through the Australian Government's eSafety Office www.esafety.gov.au

Moderation of Social Media

By posting, commenting and or sharing, on any official Catholic Education Diocese of Bathurst social media sites, users accept the above Standards. Catholic Education Diocese of Bathurst reserves the right to moderate all content and review or remove any post or comment it deems inappropriate, and to block users who violate these Standards.

Disclaimer

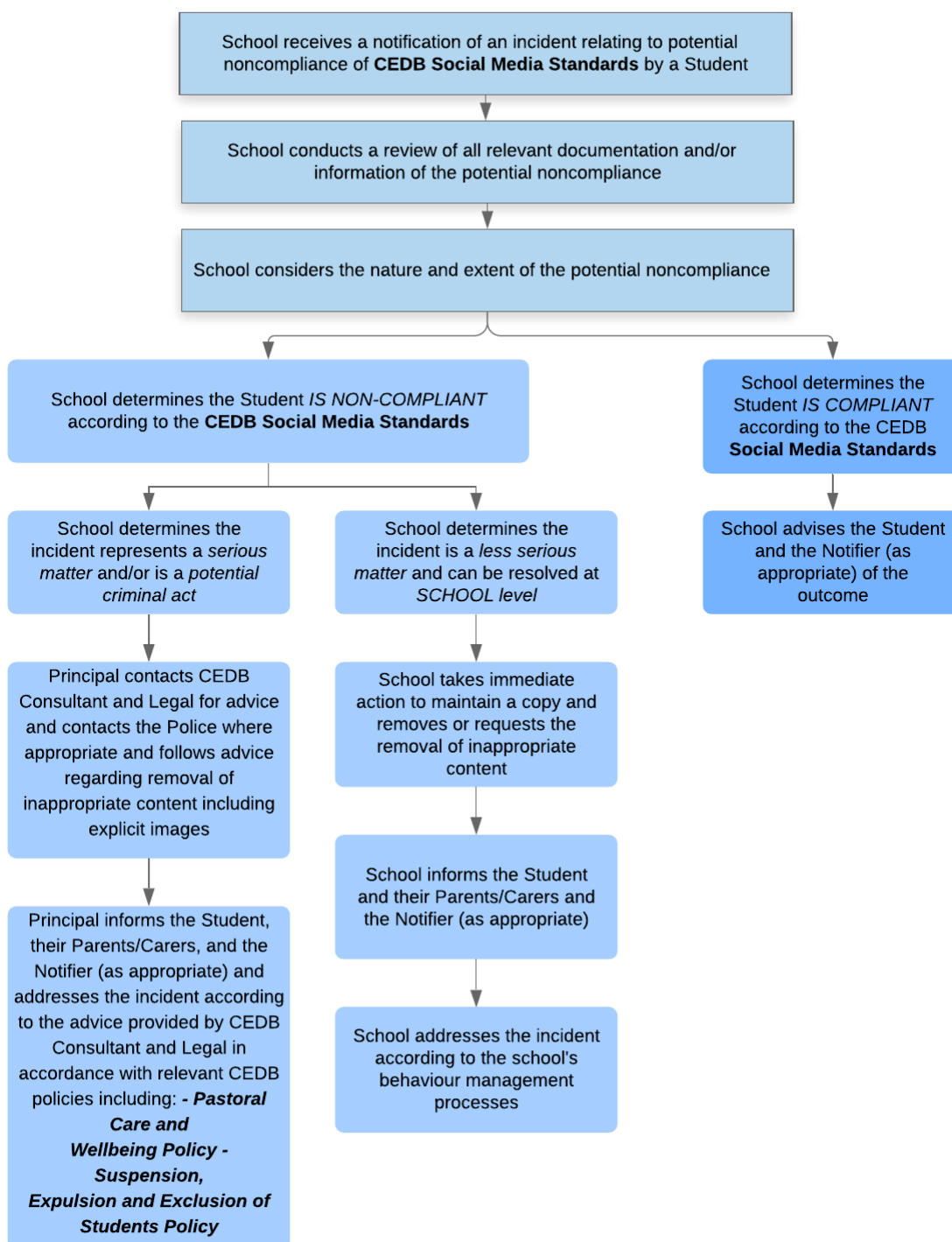
The contents of official Catholic Education Diocese of Bathurst social media sites are intended for educational purposes. Catholic Education Diocese of Bathurst does not accept any liability for loss or damage suffered by any person or body due to content provided on these sites or linked sites.

The content on official Catholic Education Diocese of Bathurst social media sites is provided to communicate and engage with the community, but is provided on the basis that persons accessing the sites undertake responsibility for

assessing the relevance and accuracy of its content. Links or references do not constitute official endorsements, advertisements or recommendations, and Catholic Education Diocese of Bathurst is not responsible for the content of external sites. Catholic Education Diocese of Bathurst does not endorse or guarantee the accuracy of the content posted by others.

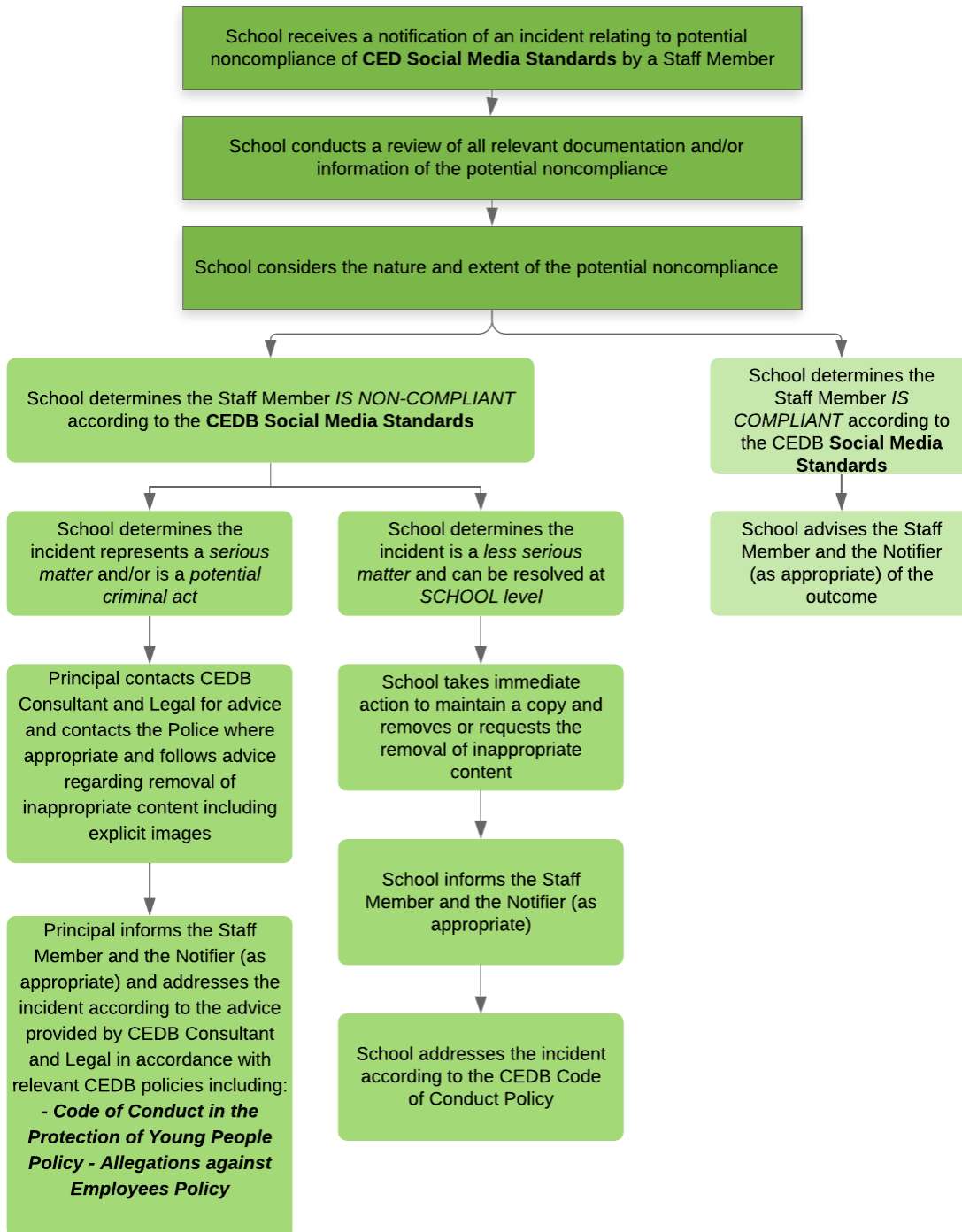
Appendix 4

Social Media Non-Compliance Student



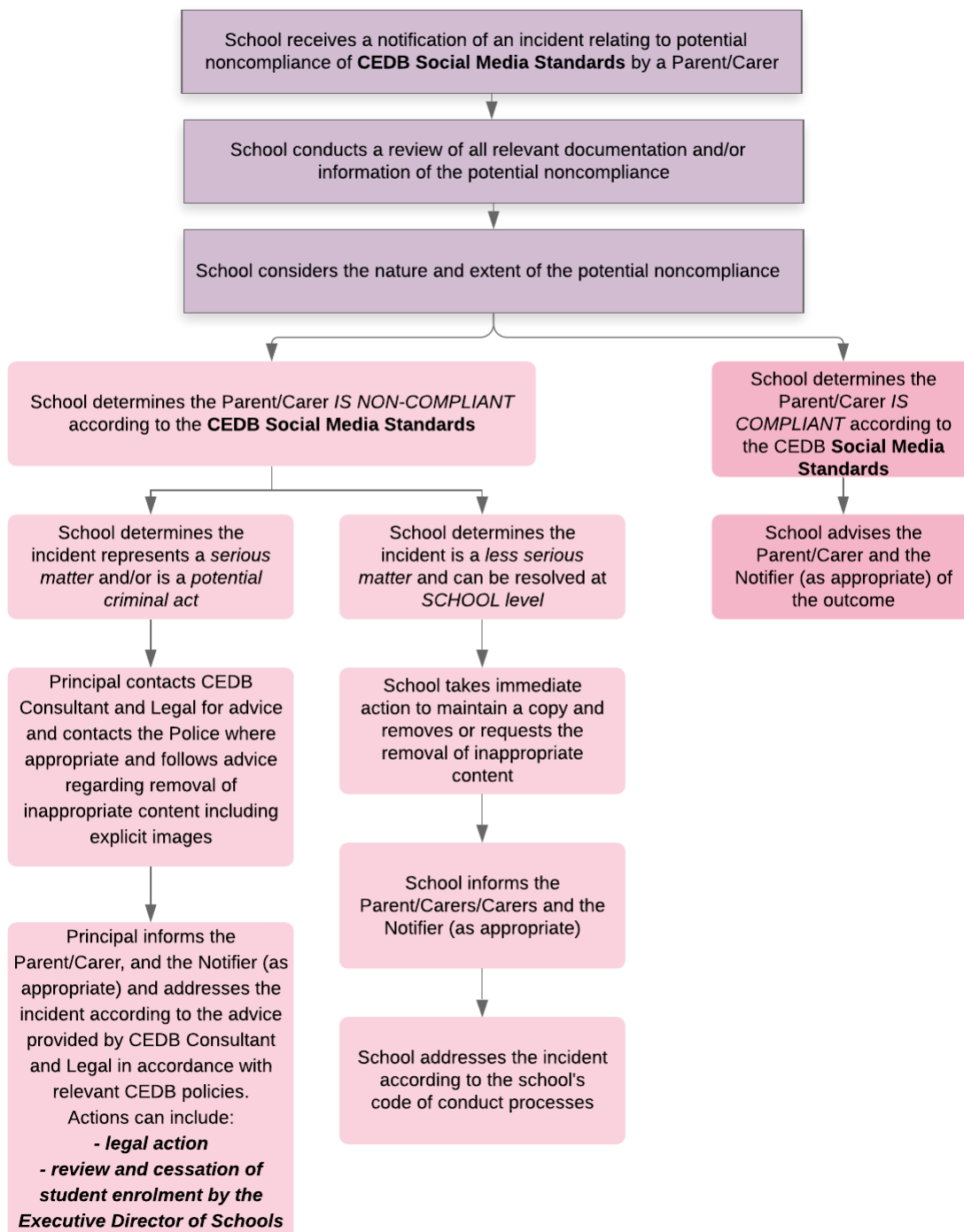
Appendix 5

Social Media Non-Compliance Staff Member



Appendix 6

Social Media Non-Compliance **Parent/Carer**



Appendix 7

Catholic Education Diocese of Bathurst/School Social Media Register Form

The Catholic Education Diocese of Bathurst/Social Media Register Form is available [here](#).

Social Media Register Form

This form must be used to

- **register** all Social Media presence maintained by the school
- **register** all Social Media presence maintained by affiliated organisations such as P&F
- **notify of new** Social Media presence for the school or affiliated organisations
- **update contact details** of the 2 administrators of the Social Media presence

The Google Sheet which this Catholic Education Diocese of Bathurst/Social Media Register Form will create is maintained by Catholic Education Diocese of Bathurst and will be reviewed periodically.

The Google Sheet will be used to

- ensure adequate applications/procedures are in place for all Social Media presence
- ensure adequate/current contacts are available for the Social Media presence
- record the name of the Principal who approves the Social Media presence
- ensure accurate and up to date information and contacts are available if required for a Social Media presence in case of data breaches, privacy breaches or publication of information, articles or opinions which are contradictory with the aims and philosophies of Catholic Education in the Diocese of Bathurst.

The Catholic Education Diocese of Bathurst/Social Media Register Form contains the following fields:

Social Media Presence Name

New or Updated Social Media

Organisation it is affiliated with (school name, Catholic Education Diocese of Bathurst)

Purpose for its existence (communication, learning)

Platform

Principal name (who has approved the request)

Principal mobile phone number

Principal email address (address must be a @bth.catholic.edu.au)

name of administrator 1

administrator 1 mobile phone number

email address of administrator 1 (address must be a @bth.catholic.edu.au)

name of administrator 2

administrator 2 mobile phone number

email address of administrator 2 (address must be a @bth.catholic.edu.au)

Appendix 8 Social Media Groups

Social Media Groups are segmented into three classes: open (or general access), closed (requiring admin approval for new members) and secret/private (invisible to outside search and accessible only with a direct link).

Social Media Groups are a space where members can interact with others in the group with the aim of sharing and having dialogue which is productive and useful. Negativity is generally kept to a minimum in such groups by the group moderator. Clear guidelines and robust moderation should keep the group and feed focused.

Social Media Groups associated with school communities and/or Catholic Education Diocese of Bathurst must follow the Social Media Policy as they are affiliated with the school or Catholic Education Diocese of Bathurst. Closed Social media are not recommended and schools should take measures to remove any unofficial school social media presence and actively move all communications to approved platforms.

An example being a group of parents of a particular year who set up a group for communication and interaction. Here is some information related to this topic.

Catholic Education Diocese of Bathurst and schools have limited control over closed Social Media Groups unless the group

- *uses the school or Catholic Education Diocese of Bathurst name*
- *uses the school or Catholic Education Diocese of Bathurst logo*
- *references the school or Catholic Education Diocese of Bathurst in a public space.*

In these cases the school and/or Catholic Education Diocese of Bathurst can request that the group be closed or be altered so it is not associated with the school or Catholic Education Diocese of Bathurst by name, logo or public content. There may be legal ramifications if such situations occur.

Closed Social Media Groups

In regard to Closed Social Media Groups, the school should:

- advise all parents/carers of the approved official school social media presence
- contact closed social media groups to ensure School or Catholic Education Diocese of Bathurst name, logo and or public references are not used

Secret/Private Social Media Groups

Schools and/or Catholic Education Diocese of Bathurst have little control over Secret Social Media Groups (invisible to outside search and accessible only with a direct link), unless they are perceived as school endorsed or affiliate themselves in some way with the school or Catholic Education Diocese of Bathurst. In such cases they then have legal ramifications over them and the school and/or Catholic Education Diocese of Bathurst needs to take action.

Some examples on when it may be appropriate to take action

- Group uses school name or abbreviation in the title - take action
- Group uses school logo - take action
- Concerning posts made by staff not acting on behalf of school - take action
- Concerning posts made by parents or students - take action
- Public group with isolated concerning posts by members - report specific posts to platform
- Private group where no information is publicly available - no action