# RATIONALE

Charles La Trobe P-12 College and its employees will participate in social media online applications such as social networking sites i.e. Facebook, Twitter, Instagram, websites, wikis, blogs, micro blogs, vod and podcasts, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content. Social media will provide an opportunity to:

* engage and interact with our various audiences such as parents, students, staff and the wider community
* improve and increase staff expertise and confidence.

# PURPOSE

Charles La Trobe P-12 College aims to improve its coverage of events, excursions and day-to-day workings at the College for the wider community. In doing so, the College undertakes the management and integration of Social media and the Schools webpage into the communication system of the College.

# IMPLEMENTATION

Social media is defined as websites and applications that enable users to create and share content or to participate in social networking. Conversations in social media are a dialogue; an opportunity to listen, share, collaborate and respond to our colleagues and communities. Staff at Charles La Trobe P-12 College recognise the importance and potential positives of participating in these conversations and are aware of the fact that such comments may be public and potentially permanent. The following guidelines are designed to support staff as they engage in any conversations.

* Staff are to ensure that they follow relevant Department of Education and Training (DET) policies including the Code of Conduct and Child Safe Standards.
* Staff are to be aware that their role with the department creates an association between what is published online and the department itself. Staff are to ensure that content published is consistent with their work and DET professional standards.
* Staff are to ensure that their personal online activities do not interfere with their job performance. Used well, social media provides excellent opportunities for professional networking, ideas exchange and community feedback.
* Staff must ensure that they follow the terms and conditions for any third-party sites.
* Personal accounts may not be listed or cross-promoted on department platforms unless approved by the Principal.

The terms and conditions contained in this policy document apply to all Charles La Trobe P-12 College employees and all casual, temporary and contract staff. The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with the department. The department will enforce these five standards as and when appropriate:

* Always follow relevant DET policies including the College Code of Conduct and Child Safe Standards
* Do not act unlawfully (such as breaching copyright) when using social media
* Make sure your personal online activities do not interfere with the performance of your job
* Be clear that your personal views are yours, and not necessarily the views of the department
* Do not disclose confidential information obtained through work.

This policy should be read and interpreted in conjunction with:

* Using Social Media: Guide for DET Employees in Schools;
* Public Administrations Act 2004 (Vic) and the VPS Code of Conduct made under that Act, which applies to the public sector;
* Part 2.4 of the Education Training and Reform Act 2006 and any relevant Ministerial Order made under that Act which applies to the teaching service;
* Information Privacy Act 2000;
* Relevant policy including the Acceptable Use Policy for the Department's ICT Resources and Professional Codes of Conduct such as the Victorian Teaching Profession Code of Conduct;
* Charles La Trobe P-12 College ICT Acceptable Use Policy.
* Charles La Trobe Child Safe Standard policies and College Code of Conduct.

# RESPONSIBILITY

The principal is required to ensure this policy is understood by staff working within the College. In order to maintain consistency and coherence of communication available for the wider School community. Charles La Trobe P-12 College undertakes the following:

* The College's social media accounts will be overseen by the Principal or his/her delegate and managed by selected staff at Charles Latrobe P-12 College
* Only the identified staff members will have access to the social media accounts. Social media will be utilised only as a news dissemination tool and there will be no response to conversations or direct posts
* It is the responsibility of the staff member in charge of the account to monitor the newsfeed throughout the day and, if any inappropriate content/comments are made then that staff member is to notify the Principal or Assistant Principal/s once the comment has been removed.

Any account posting content/comments that are in breach of this policy or any contextual policies noted within will be reported to the social media platform as abusive and in severe cases, the police contacted.

Charles La Trobe P-12 College social media account remains the property of the College and as such will only ever be utilised to publish school related content:

* No post will contain students’ full names
* Only students that have signed consent from their parents/guardians will be included on social media or the College website.

**STUDENTS WITHOUT PERMISSION**

If/when parents/carers do not provide permission at enrolment for student information to be published on social media sites, the administration staff member processing the enrolment must ‘pin’ this information on Compass. Staff are to ensure that no multimedia (photo, video etc.) or posted content is to involve these students.

FACEBOOK: The College has a corporate Facebook page. Staff should not use their personal account to access the page; to use Facebook for school purposes staff should sign up to Facebook using their CLTC Email address and a password of their choosing.

To do this go to [www.facebook.com](http://www.facebook.com) and fill out the form on the home site under ‘Create an account’. Remember in the ‘Mobile number or email address’ put your CLTC email address e.g. j.smith@cltc.vic.edu.au

You will need to check your CLTC Email account and open the email from Facebook. Here you will need to click on the ‘Confirm Your Account’ link.

Lastly you need to go to [www.facebook.com/charleslatrobecollege](http://www.facebook.com/charleslatrobecollege) and click ‘Like’ button on our page. Please note: a link is also on the College Website.

To post on Facebook the ICT team will require the Full Name that you used for your Facebook Page. When the ICT team have this information they will change your role so you can post on our page (with the approval of the principal).

Staff that do not want to use Facebook or Twitter period, may log a ticket on the CLTC Help Desk. Please put what you want to say and attach any picture you want to post too. The ICT team will do this for you.

Staff use the school’s corporate Facebook page to report activities the students have undertaken in each curriculum area as well as excursions and special events.  To ensure a consistent standard please work to the following criteria.

* Photos – make sure they are clear and try to include all students, however exclude students who do not have media permission
* Spelling, punctuation and grammar should be correct
* Do not link to other pages or like other pages
* Remember you are always representing the College and DET – be professional, respectful and courteous.

# EVALUATION

Charles La Trobe P-12 College is committed to ensuring this policy is publicised and implemented and will monitor and review its effectiveness.

* The principal is responsible for monitoring and evaluating the effectiveness of the policy.
* This policy will be reviewed annually and redistributed to all staff.

# RATIFICATION

This policy was first ratified by the CLTC School Council on 14 June 2016.

Re- ratified 14.11.2017

# REFERENCES

* Parent and Student Acceptable Use of IT Agreement.
* Internet Use/Social Media Policy