

SOCIAL MEDIA POLICY

1.0 INTRODUCTION

This Social Media Policy (**Policy**) applies to all employees of primary and secondary Catholic schools managed and operated by Diocese of Sale Catholic Education Limited (**DOSCEL**). This Policy also applies to staff of the DOSCEL Secretariat.

2.0 PURPOSE

The purpose of this Policy is to encourage acceptable and beneficial use of social media by staff employed by DOSCEL. It is recognised that most employees may use or interact with social media at work and in a personal context.

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, employees also need to understand the expectations of DOSCEL when using social media in a professional and personal capacity as there are also workplace risks that must be appropriately managed.

3.0 SOCIAL MEDIA RISKS

The following are some of the major risks associated with the use of social media:

- 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 issued by the Victorian Institute of Teaching.

4.0 WHAT IS SOCIAL MEDIA?

Social media is any form of online or web-based publication, forum or presence that allows interactive communication, including, but not limited to, Facebook, LinkedIn, Instagram, blogs, forums, discussion boards, chat rooms, Wikis, Twitter and YouTube.



5.0 GUIDING PRINCIPLES

Employees must recognise:

- online behaviour should at all times demonstrate respect for the dignity of each person
- the need to behave in an ethical manner when using social media (even for personal communication) as those communications can reflect on their role and must be consistent with the Catholic beliefs and professional expectations and standards
- their ability to serve as a positive role model for students and as a representative of DOSCEL is a critical aspect of their employment, and
- social media activities may be visible to current, past or prospective staff, students and parents.

“Golden rules”: Employees will avoid the potential of breaching this Policy and compromising the professional expectations of them at the school if they do not use personal social media forums to:

- post any material about DOSCEL schools (e.g. students, parents, policies, employees etc.), or
- post inappropriate material about themselves, or
- make inappropriate contact with members of school communities.

6.0 WORK-RELATED USE OF SOCIAL MEDIA

6.1 Student Learning

The use of online learning communities by employees for educational purposes must be in accordance with other relevant school and DOSCEL policies and procedures relating to online learning.

6.2 Generally

When using social media for work related purposes, employees must:

- first obtain the consent of the Principal / Manager (which can be for a specific instance or for a general purpose or role) before
 - posting any material that may be perceived as being made “on behalf” of the school / DOSCEL (e.g. any commentary, school information, photographs of the school, students, staff or other identifying images) and
 - using the school’s /DOSCEL’s logo, trademarks, official photographs or any other intellectual property of proprietary materials and
- not post inappropriate material or commentary that breaches other policies outlining expected behaviours of employees.

If there could be reasonable concerns that posting any material could be considered inappropriate (e.g. in light of potential privacy or copyright obligations), then an employee must first raise those concerns with the Principal / Manager before posting the material.

7.0 PERSONAL USE OF SOCIAL MEDIA

7.1 Generally

It is recognised that employees may use social media in their personal life. However, it is also recognised that such use may impact on the employment relationship.

Accordingly, employees' personal use of social media must:

- not bring any DOSCEL school or DOSCEL into disrepute or interfere with, or compromise their duties or responsibilities to the school or students
- comply with other policies of DOSCEL and the school and professional standards that outline expected behaviours of employees when posting personal comments that relate to, or can be identified as relating to, DOSCEL school issues (e.g. discussing or referencing employees, students, policies or anything related to, or reflecting upon a DOSCEL school) and
- take steps to ensure that friends, family or other acquaintances are aware of the need to use discretion when they post images or information about the employee on their own social media forums.

To avoid potentially breaching this Policy or compromising the professional expectations of them as employees of DOSCEL, it is recommended that employees' use of social media not involve connections with the following persons on social media forums (for example, being "friends" on Facebook):

- recent former students (i.e. enrolled at a DOSCEL school within a two-year period before connecting) or
- parents of current students.

Unless special circumstances exist (e.g. a parent is a personal friend or former student is a relative) and the employee has advised the Principal/Manager of the connection and the circumstances.

7.2 Students

DOSCEL employees must NOT connect with students or interact with, or post images of, students on their own private social media forums (for example, employees must not be "friends" with students on Facebook).

An exception to this requirement is when prior approval for the connection has been obtained from the Principal/Manager on the basis that an employee and a student will appropriately interact within the valid context of a legitimate purpose (for example, both are family members/relatives or both are members of a community sporting team and interactions are purely for the purpose of participating in that sport).

8.0 SECURITY, PRIVACY AND ACCESS

To avoid potentially breaching this Policy or compromising the professional expectations of them as employees of DOSCEL, it is recommended that employees:

- 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: settings set to “only friends” and NOT “Friends of Friends” or “Networks and Friends” as these open your content to a large group of unknown people), and
- recognise that even if they implement the maximum security settings for 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 (employees should always assume that posts or communications online may become public).

Employees 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.

9.0 CONSEQUENCES OF BREACHING THIS POLICY

Non-compliance with this Policy may be grounds for disciplinary action. Depending on the seriousness of the circumstances, disciplinary action can be up to and including termination of employment.

10.0 RELATED POLICIES

- Acceptable Use of ICT Policy
- Anti-Bullying Policy (Employees)
- Child Protection and Safety Policy
- Conflict of Interest Policy
- Corporate Social Media Accounts Policy
- Cyber Safety Policy
- Guide to Reporting Conduct under the Reportable Conduct Scheme
- Mandatory Reporting Policy
- Protection of Children – Anti-Grooming Policy
- Protection of Children – Failure to Disclose Policy
- Protection of Children – Failure to Protect Policy
- Protection of Children – Reporting Obligations Procedure
- Privacy Policy

- Victorian Teaching Profession Code of Conduct issued by the Victorian Institute of Teaching

11.0 REVIEW

Implementation Date: October 2019

Updated: August 2024

Review Date: April 2025