

SILVER TREE STEINER SCHOOL



Social Media Policy & Procedure

2018

This procedure is applicable to: Teachers, staff, parents and the wider community using social media pages affiliated with Silver Tree Steiner School.

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INTRODUCTION

The school 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 Silver Tree community to express their views, comments, and ideas on a whole range of issues.

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

Silver Tree Steiner School expects those who are part of the school 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 school or members of its community.

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 Silver Tree community. The framework of this policy is based on an atmosphere of trust and individual accountability.

DEFINITIONS

Social Media – refers to all social networking sites such as, but not limited to, Facebook, Twitter, Instagram, LinkedIn, YouTube, Chat-rooms and Myspace.

RIGHTS AND RESPONSIBILITIES

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

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 school 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 Ethos of the school.

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

- Demonstrate appropriate personal and professional boundaries and behaviour.
- 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 posting.
- 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 School's reputation or bring it into disrepute.

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.

SILVER TREE STEINER SCHOOL FACEBOOK PAGES

Silver Tree Steiner School Page

This is a public page which serves to promote school events, promote the school and publish informative articles related to Steiner Education. Notifications on this page are controlled by the Admin of the group (a member of the Silver Tree Administrative Staff) and Members of this group are able to like and comment on these posts.

Friends of The Silver Tree Steiner School Group

This is a public group for current families and staff, prospective parents, graduates and former staff of Silver Tree Steiner School to keep in touch and to support the school. No political posts or advertising for paid services or goods are allowed unless these goods or services have a connection to fundraising at Silver Tree Steiner School or goods sold at Market – these can be posted on Market day. Current parents can advertise their businesses on the Silver Tree Businesses and Buy Swap Sell Facebook group.

Silver Tree Business, Buy, Swap and Sell Group

This is a private group for current parents, staff and immediate family of current staff to advertise their businesses or buy, swap or sell goods or services.

Any comments or posts on any of the above pages which are considered to be 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 School’s reputation or bring it into disrepute will be deleted and the member will be blocked from the page.

BREACH OF THIS POLICY

A breach of this policy may also involve a breach of other Silver Tree Steiner School policies, such as, but not limited to:

- Code of Conduct for Parents
- Code of Conduct for Staff, Parents and Visitors
- Professional Standards for Teachers in WA
- Bullying Policy
- Privacy Policy
- Values Statement

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

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

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

It is expected that no child of Primary School age is active on Social Media.

Members of Facebook pages who breach this policy will be blocked from the relevant Facebook page. Parents who breach this policy may be asked to withdraw their child from the School in cases which adversely reflect on Silver Tree Steiner School.

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 School will have no control.