

# Social Media Policy



## Rationale

Kingswood is committed to delivering the best education, innovative practices and student experience that builds the foundation for a successful life for each student. Staff and students at Kingswood Primary School enjoy the opportunities and benefits of an up to date and current information technology program and related services. Kingswood Primary School acknowledges an increasing numbers of adults and students are using a growing range of on-line social networking sites. Social Networking can be, when used appropriately, an effective educative and social tool providing opportunities to understand, engage and communicate with diverse audiences in new ways. Conversely, social networking interactions can also present a range of risks if not used appropriately. Inappropriate use of social networking can result in harm to the reputation and integrity of the School, its staff and its students. Kingswood Primary School expects its staff and students to use Social Media in a respectful, safe and responsible manner. Kingswood Primary School uses social networking to communicate and engage with our school community.

## Aim

This Policy is to ensure that Kingswood Primary School, its students and staff interact with social networking sites in a manner that is consistent with Kingswood Primary School values, ethics and set standards of behaviour. The Policy acknowledges the associated risks of social networking and outlines proactive measures to address and minimise such risks. The safety, reputation and integrity of Kingswood Primary School and each student and staff member is of paramount importance.

## Implementation

- Kingswood Primary School is proactive in the use of Social Media as a means of engaging with parents and the wider community.
- Staff and students must be informed about the advantages, disadvantages, opportunities and dangers associated with social networks.
- Social networking education will form an essential element of the Kingswood Primary School's curriculum, including studies of mainstream social networking sites.
- Students will learn how to create and protect personal identities, how to communicate with selective others, how to protect their privacy and maintain security, and how to use proper and appropriate standards and protocols when communicating.
- Students will be informed that anything posted online may remain accessible forever, and could lead to the misuse of personal identity.
- Students will be informed about the potential dangers of online social networking, and gain experiences in identifying and eliminating potentially dangerous behaviour.
- Students will be informed of cyber-bullying, its impact on others, how to avoid and respond to cyber-bullying, and the legal implications and consequences of cyber-bullying.
- Staff and students will be informed of appropriate steps to report any misuse.
- Kingswood Primary School shall facilitate an ICT cyber safety information session for parents. This information session is mandatory for parents or guardians of students that take part in any 1:1 computer program.
- Teachers and department employees shall not engage in public social networks with students (as deemed by Department guidelines) and in private social network settings unless it is part of the educational program, endorsed by the school and with the written authority of the student's parent or guardian.
- A breach of this policy may also involve a breach of other KINGSWOOD PRIMARY SCHOOL policies, and should be read in conjunction with the relevant guidelines (Student Code of Conduct, Staff Code of Conduct) and policies (eSMART, Bullying, Harassment, Cyberbullying and ICT).

A breach of this policy, and related policies will be investigated by the principal and will be addressed on a case by case basis. All reports of cyberbullying and other technology misuses will be investigated fully. Disciplinary action will be consistent with the relevant Code of Conduct including prohibited internet access.

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## References

## Evaluation

This policy will be reviewed as part of the school's three-year review cycle.

## Review

Version	Edited By / Comments	Next Review
June 2011	P & C Committee	June 2014
June 2015	Strategic, Development & Engagement Sub-Committee. Please note: formerly known as Social Networking	June 2018
April 2018	Strategic Development & Engagement Sub-Committee	June 2021