



Tumut High School Policy Document

"THS supports a SAFE learning community which develops RESPECTFUL and RESPONSIBLE citizens"

Social Media Policy

RATIONALE

Tumut High School recognises that the group of online applications known as social media provide opportunities to engage and interact with a variety of audiences, share and discuss information, and to develop and promote staff expertise. These web 2.0 technologies have increasingly become a part of students' everyday communication methods, therefore we also recognise that they have the potential to be tools used in the learning environment. As such, staff who use these internet based tools to engage students, must do so with a clear educational context to support teaching and learning.

IMPLEMENTATION

To ensure that social media are used in ways which meet the high standards set out in the Department of Education's Code of Conduct and the Behaviour Code for Students, the following definitions and guidelines have been developed.

Identification of Social Media

Social media is the term used for internet based tools for sharing and discussing information among people. Social media tools may include:

- social networking sites (e.g. Facebook, LinkedIn, MySpace)
- video, photo and audio sharing websites (e.g. Flickr, YouTube)
- blogs, including personal micro-blogs (e.g. Twitter)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool, Wikis, Edmodo)
- vodcasts and podcasts
- internet telephone technologies (e.g. Skype)
- video conferences and web conferences
- email and instant messaging
- communication technologies (e.g. SMS, MMS and Video calling)
- all other emerging electronic/digital communication applications

These online communication services allow people to easily publish, share and discuss content.

Guidelines for Using Social Media in the School Setting

- Know and follow relevant departmental policies including the Code of Conduct (staff) and the Behaviour Code for Students (students).
- Be honest.
- Be polite and considerate.
- Use common sense.
- Be apolitical and impartial when using social media for official and professional use.
- Demonstrate NSW public education values (fairness, respect, integrity and responsibility).



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1. Official Tumut High School Social Media Account: facebook.com

Tumut High School operates a Facebook Page: <https://www.facebook.com/TumutHighSchool>

The Facebook Page has been designed to inform the local community about quality teaching and learning, and extra and co curricula at the school. It will be used to advertise reminders about school events, celebrations of learning, acknowledgement of student/staff/school achievements, reminders of school policy/expectations, share links to newsletters, useful websites and resources, sports updates and cancellations, and live excursion updates.

A. Tumut High School Facebook: Team

Manager – Jo-Ann Stroud (HT H.S.I.E.) - can manage administration roles, send messages and create posts as the Page, create adverts and view insights.

Content Creators– Penny Titjen (SAM), Sue Bailey (HT CAPA), Stacy Clark (HT Admin) and Malcolm Wray (Publicity Officer) - can edit the Page, send messages and create posts as the Page, create adverts and view insights.

Moderators – Deborah Nicholls (HT Maths) - can respond to and delete comments on the Page, send messages as the Page, create adverts and view insights.

Note - The Europe Trip Leader will become a '*Content Creator*' so they can add posts and photographs to the Page when on the excursion.

B. Tumut High School Facebook: Protocols for Use

- Administrator(s) MUST familiarise themselves with the DoE Social Media Policy and Code of Conduct
- Administration staff to check daily all posts and comments and draw attention to Principal or Deputy Principal all potentially problematic posts or comments
- Principal or Deputy Principal will refer to the decision tree/flow chart (attached) to deal with complex issues and, where possible, reply to comments within 24 hours
- Items for posting by non-Administrator users are to be emailed or texted to the Manager or Content Creators

C. Tumut High School Facebook: Posting

Posts are published by Page Administrators only. Posts will not have student identification or tagging enabled.

Before Posting consider the following:

- Does the post reinforce our three strategic directions and PBL core values?
- Have you checked accuracy of dates? *Once, twice, three times*
- Have you (or preferably someone else) checked accuracy of spelling, grammar and content?
- Have you checked permissions for students to be posted?
- Staff members are happy to be named?
- Will the post offend anyone?
- Is the post too personal? *Stick to facts and only facts*
- Do photos need cropping?
- Would you be happy if it was a photo of you?
- Does the photo match your comment?
- Have you checked the photo for 'bombers' (*human and nonhuman*)?



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D. Tumut High School Facebook: Security

Security settings are managed through the Page.

NOTE: posting on the Page is restricted to the Page Administrators. Posts from the public are held for moderation or "Hidden from Page" until approved by Page Administrators.

- Posting ability is open to anyone within the page
- Post visibility is restricted and requires approval by page administrator(s)
- Only page administrators can tag
- Comment replies are not turned on
- Profanity filters are set to strong
- Words will be added, where necessary, to page moderation settings

2. Unofficial Tumut High School Social Media Accounts – class or year level groups

Teachers are able to set up social media accounts for course discussion, providing course materials, and creating events to serve as reminders for due dates.

Tumut High School supports the use of Facebook Groups, Moodle and Edmodo.

NOTE: Staff should not use social media where it uses their personal profile.

A. Tumut High School Class or Year Level Groups: Security

All social media groups for class/year levels must be configured for security.

All group sites must be closed or secret, with only members being able to see its content and other members.

B. Tumut High School Class or Year Level Groups: Moderation

All learning and school related activities should be entered into with respect, with added responsibility placed on the individual to moderate their postings and content.

Teachers responsible for creating the social media space are also agreeing to monitor the environment as they would a classroom.

C. Tumut High School Class or Year Level Groups: Supervision

All social media groups must be approved by the Principal before use.

All groups must be approved by the Principal before use and recorded in Appendix A. Each group must have a member of the Executive (preferably responsible for the learning program) as a moderator.

3. Approved Unofficial Tumut High School Social Media Accounts

The sites listed in Appendix A have been approved by the Principal and follow the guidelines set out above.



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Related Tumut High School Policies

- Anti-bullying Plan
- Mobile Phone Policy

Related Department of Education Policies, Documents and Legislation

Code of Conduct Policy, 2015:

https://detwww.det.nsw.edu.au/policies/staff/ethical_behav/conduct/PD20040020_i.shtml?query=code+of+conduct

Behaviour Code for Students, 2008:

https://www.det.nsw.edu.au/policies/student_serv/discipline/stu_discip_gov/behaviourcode.pdf

Communication Devices & Associated services Policy, 2007:

https://detwww.det.nsw.edu.au/policies/staff/ethical_behav/comm_dev/PD20020024_i.shtml

Social Media Policy, 2011:

https://detwww.det.nsw.edu.au/policies/technology/communication/PD20110418_i.shtml?query=social+media

Social Media Guidelines:

https://detwww.det.nsw.edu.au/policies/technology/communication/implementation_1_PD20110418_i.shtml?query=social+media

Online Communication Services: Acceptable Usage for School Students, 2006:

https://www.det.nsw.edu.au/policies/general_man/general/accep_use/PD20020046.shtml

Online Social Media & Technology Guide for Staff, 2014:

<https://detwww.det.nsw.edu.au/deptresources/templates/socialmedia/>

NSW Privacy and Personal Information Protection Act, 1998

http://www.austlii.edu.au/au/legis/nsw/consol_act/papipa1998464/

Facebook for Your School, Laurens Derks, 2012:

<http://ictbyteachers.weebly.com/uploads/1/1/3/0/11303946/facebookforschools.pdf>

Values in NSW Public Schools, 2004:

https://detwww.det.nsw.edu.au/policies/student_serv/student_welfare/valu_scool/pd_05131_Values.pdf



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Appendix A: Approved Unofficial Tumut High School Social Media Accounts

Facebook Groups	Use	Creator
YEAR 10 DRAMA (2016)	CLASS	A. STAHL
YEAR 10 MUSIC (2016)	CLASS	S.BAILEY
YEAR 12 DRAMA	CLASS	A. STAHL
YEAR 12 MUSIC	CLASS	S.BAILEY
YEAR 12 2016	YEAR GROUP	L. WEST
YEAR 12 CAFS	CLASS	S.CLARK
YEAR 12 MODERN HISTORY	CLASS	M.WATTS
YEAR 12 ANCIENT HISTORY	CLASS	L.WEST
YEAR 12 ENGLISH	CLASS	A. VANSTEKELENBORG
EUROPE TRIP 2016	EUROPE TRIP	M.SILLAR
YEAR 9 MUSIC (2016)	CLASS	S. BAILEY
THS CAPTAINS	ELECTED GROUP	S. BAILEY
YEAR 11 DRAMA (2016)	CLASS	A. STAHL

Other	Use	Creator

Decison Tree / Flow Chart for responding to social media

» 1. Discovery

START HERE
You discover a post about your organisation. Is it positive?

YES

NO

» 2. Evaluate

LET POST STAND
No response needed.

AGREEMENT
A factual response that is not negative. You can agree with the post or let it stand. Do you want to respond?

YES

NO

TROLLS
Is this a site dedicated to degrading others?

NO

YES

RAGER
Is the posting a rant, rage, joke, ridicule or satirical in nature?

NO

YES

MISGUIDED
Are there incorrect facts in the posting?

NO

YES

UNHAPPY CUSTOMER
Is the posting a result of a negative experience?

YES

NO

» 3. Respond

SHARE SUCCESS
Proactively share your story.

YES

MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and comments. Notify your manager.

FIX THE FACTS
Respond with factual information that is already publicly available.

YES

RESTORATION
Acknowledge the concern and provide good customer service. Refer to the appropriate area to approve a response.

YES

FINAL EVALUATION
Base your decision to respond on present circumstances, site influence and stakeholder's prominence. Will you respond?

YES

Response considerations

Tone

Use a friendly, plain-speaking, honest and empathetic tone.

Transparency

Disclose your organisation background.

Sourcing

Cite your sources by including hyperlinks, video, images or other references.

Timeliness

Take time to create good responses, don't rush, but don't take too long either.

Influence

Focus on the most influential blogs related to your organisation.

