

Aitken College

SOCIAL MEDIA POLICY

Author	Date	Revised	Copies to:
KMF	2015		Principal Deputy Principal HOS

Introduction

The purpose of this policy is to encourage all members of the Aitken College community (students, parents and staff) to use social media in a positive and uplifting manner, that benefits individuals and the community.

Scope

This policy applies to all employees, students, Board members and their families at Aitken College, as all are considered members of the Aitken College community.

Definition

Social media is the creation, consumption and exchange of information (including text, images and video) through online social platforms; these may include, but are not limited to, specific social networking sites and also blogs, forums, photo galleries, video-sharing, chat rooms and discussion groups.

Appropriate Use

Social media has many positive benefits, when used in a manner that respects, encourages and supports other people; networking, sharing of information and social support can happen amongst friendship groups, class groups and parents. This use should always respect the dignity and privacy of others and be subject to the expectations outlined below.

Policy and Expectations

- Only those authorised by the Principal of Aitken College may create social identities, profiles or accounts that use the Aitken College name, logo or brand, or are designed to represent the College in any way.
- Use of social media should not harm the reputation and good standing of Aitken College or those within its community, or bring the school into disrepute. The College or members of its community should not be subjected to public criticism, denigration or defamatory comments.

- No person should impersonate or falsely represent another member of the College community.
- Use of social media should not embarrass, harass, bully, intimidate, abuse or threaten others or use obscene or offensive language towards others.
- Social media content should not contravene the principles of equal opportunity by discriminating against any other person on the grounds of any personal attribute (see Equal Opportunity Policy).
- Images of members of the Aitken community (outside immediate family) should not be published online without their permission.
- Social media use should respect the privacy of individuals and not publish personal information without their permission.

Breach of this Policy

A breach of this policy may also involve a breach of other Aitken College policies, such as:

- Equal Opportunity Policy (incorporating Discrimination and Sexual Harassment)
- Anti-Bullying Policy
- ICT Acceptable Use and Agreement Policy

A breach of this policy will be dealt with by the appropriate Head of School or Deputy Principal. Investigation of an issue that is deemed to involve a possible criminal offence may result in a notification to Victoria Police. If the matter cannot be resolved it is then referred to the Principal who will make a final determination (Refer to the Aitken College Student and Parent Grievance Procedures Policy).

Consequences for breaching this policy may include one or more of the following:

- A student may be placed on detention, suspension and may lose ICT privileges.
- Serious or prolonged inappropriate behaviour by a student, parent, carer or family member may result in the termination of an enrolment.
- Serious behaviour or criminal offence may involve the Police.
- A staff member will be dealt with according to staff discipline procedures.