

PURPOSE

At Hampton Primary School, we seek to enhance communication with our school community and build the school's presence in the local community.

Our existing online communication platforms include:

- **Compass:**
 - The primary communication tool for school-based news and information (as well as other core operational functions).
 - Compass is a private platform, only accessible to the families of existing and enrolled students.
- **Hampton Primary School website:**
 - Used to publicly share information about the school.
- **Hampton Primary School newsletter:**
 - A fortnightly publication used to communicate news about the school.
 - A small amount of advertising space for local businesses is also available.
 - The newsletter is predominantly targeted at the school community, but families of prospective students and members of the public can subscribe to it via the Hampton Primary School website.

Social media pages will be added to the above communication channels from August 2022.

Instagram and Facebook accounts will provide additional opportunities for the local and school community to receive news including school events, highlights and achievements.

IMPLEMENTATION/ PROCESS

The School (Principal and delegates) reserves the right to suspend or cease using any social media channel at its discretion. Actions resulting in breaches of this policy may include prohibiting a user from interacting with the school's social media. If potentially serious or criminal issues such as threats or inappropriate comments occur, the matter will be referred directly to the relevant governing body.

RESPONSIBILITY

- 1.0 The school will create and authorise official Hampton Primary School sites on social media.
 - 1.0.1 Should unofficial sites come to the attention of the school, appropriate action will be taken to close those sites.
- 1.1 Social media will be managed by the School Principal, who will oversee any delegated authority for managing and moderating the social media pages.
- 1.2 The School Principal may appoint parent delegates to manage and moderate social media pages. The parents must possess a current Working with Children Check.

1.3 Inappropriate online behaviour may be a criminal offence under State and/or Commonwealth law. For example, it is illegal to use a network to menace or cause offence. Suspected criminal activity will be reported to the Victoria Police for investigation.

2.0 IMPLEMENTATION

2.1 **Relevant documents.** Social media will be managed in accordance with the relevant legislation, terms and policies, including:

- *Information Privacy Act 2014*
- *Commonwealth Telecommunications Act 1997*
- Facebook's Terms (https://www.facebook.com/policies_center/)
- Instagram's Terms (<https://help.instagram.com/581066165581870>)
- Other relevant social media terms and guidelines
- The school's Child-safe Policy
- The school's staff and School Council Privacy Policy

2.2 **Moderation and block lists.** The social media content will be publically visible so the school can access performance analytics and measure the success of social media communications. Analytics features are not available for private accounts when this policy is written.

2.2.1 Accounts following the school's social media pages will be routinely monitored. Any accounts that appear suspicious will be blocked.

2.2.2 To mitigate against inappropriate content being posted on the school's social media pages, users will not be able to post comments.

2.2.3 Disabling comment posting is a manual process that can not be performed universally when this policy is published. Any comments posted before social media moderators have disabled the comment function will be deleted.

2.2.4 Hampton Primary School reserves the right to review all social media activity and remove anything inappropriate, offensive, illegal, or at odds with our school's policies or values. We will set the strength level of profanity filters and may choose to add additional words and names to the block lists.

2.2.5 If content is posted that is deemed inappropriate (including, but not limited to, defamatory, threatening, discriminatory, violent or illegal), the content will be removed per the Bully Stoppers' Guide to removing inappropriate content from social media sites

<https://www.education.vic.gov.au/Documents/school/principals/health/lolincidents.pdf>.

2.3 **Support for affected students.** If a student has been involved in inappropriate behaviour with the school's social media sites (through their own actions or those of others), they will be supported by the school in line with the Bully Stoppers' Guide to online incidents of inappropriate behaviour affecting students (as above).

2.4 **Support for affected staff.** If any staff member is affected by the inappropriate use of social media, the school will support them and encourage them to access the Department's Employee Assistance Program (1300 361 008).

2.5 **Prevention and intervention.** The school will prevent and intervene in the community's inappropriate use of social media according to the processes outlined in Appendix 3.



3.0 COMMUNITY GUIDELINES

3.1 Interaction with the school's social media..

- 3.1.1 Users will be able to 'like' a post by clicking on the 'like' button.
- 3.1.2 User rights will be reviewed intermittently and may be changed without notice.

3.2 Do not identify children. Protection of our students is paramount. While we are keen to include the children in our online community building, it is essential that they are not easily identifiable. Full names of children must not be used in any post.

3.3 Image consent. The school will seek consent for publishing students' images at the start of each year or on enrolment.

3.4 When to use names in posts. Adult names in posts can be used with their express permission. We expect social media to always be used for positive communication within our community.

3.5 Underage social media users. Hampton Primary School does not endorse children under 13 years of age having their own social media accounts, consistent with most social media platform Terms and Conditions.

RELATED POLICIES AND RESOURCES

- Privacy Policy
- Complaints Policy
- Child Safety Policy

EVALUATION AND REVIEW

The School Council (via the relevant Committee) will conduct a review of the policy; either annually or every three years as determined by School Council or DET guidelines.

All policies will be available to the community via the school website Compass portal.

REVISION AND APPROVAL HISTORY

The section records the history and review of each policy.

Date	Reviewed by	Description of outcome	Council Approval Date

Appendix 1

RESPONDING TO INAPPROPRIATE USE OF SOCIAL MEDIA BY THE SCHOOL COMMUNITY

PREVENTION

To prevent the inappropriate use of social media, the school will:

- Encourage staff and students to model positive and respectful behaviour
- Have systems, policies and procedures in place to address and manage complaints and concerns promptly
- Implement appropriate, effective and timely communication strategies about school- based decisions and actions in order to manage expectations and behaviours

INTERVENTION

The school will intervene in the inappropriate use of social media, and will:

- Identify and remove the inappropriate content
- Identify the person who is affected by the inappropriate content and take reasonable steps to support that person
- Identify the person who may be responsible for the content and:
 - Raise our concerns about the inappropriate content
 - Remind them of our school's norms or the school policy that describes the behaviour expected in the school community
 - Provide the person with a more appropriate forum to raise their complaints or concerns
- Record the incident and the steps taken to respond to the incident

Should the school receive a complaint about inappropriate social media use, it will be investigated in accordance with the Department's *Addressing parents' concerns and complaints effectively: Policy and guides*,

<https://www.education.vic.gov.au/Documents/school/principals/community/addressparentsconcern.pdf>

LEGAL REMEDIES

In some cases, online behaviour may amount to a criminal offence under State and/or Commonwealth law. For example, it is illegal to use a carriage service to menace, harass or cause offence. It is also an offence to use the internet to stalk another person by publishing a statement relating to the victim or material claiming to originate from the victim. Suspected criminal activity will be reported to the Victoria Police for investigation.

Some online behaviour may constitute threats, harassment or stalking, and it may be appropriate for the person affected to make an application for a personal safety intervention order. These applications can prohibit certain types of behaviour including:

- Coming within a specified distance of where a person lives or works;
- Making contact by telephone or email, or approaching the person; and

- Publishing any material online about the person.

If the online statements have wrongfully attacked an individual's reputation or standing in the community, that person may need to obtain independent legal advice about commencing a personal action in defamation if appropriate.