

COMMUNITY – ETHICAL USE OF SOCIAL MEDIA

1.0 INTRODUCTION:

Mandurah Catholic College recognises the growth of social media within our society and the important role it plays in communication today. The College also recognises the availability and sharing of information on a global level poses a heightened risk of exposure to inappropriate and offensive material.

Social media tools are defined in this policy as all online media which allow users' participation and interaction. Some common examples are:

- social networking sites, eg, Facebook
- video and photo sharing web sites, eg, Flickr, YouTube, Instagram
- micro-blogging and activity stream sites, eg, Twitter
- blogs and blogging platforms, eg, WordPress, Blogger, Tumblr
- forums and discussion boards
- online encyclopaedias, eg, Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, eg, wikis

2.0 STUDENTS

Students are required to follow the Mandurah Catholic College ICT ACCEPTABLE USE POLICY which can be found on the College Website at this address <http://web.mcc.wa.edu.au/acceptable-use-of-it>

3.0 STAFF AND COMMUNITY MEMBERS

Social media guidelines apply to all staff, Board and committee members, student teachers and volunteers utilising the College's ICT network or engaging in activities that relate to the operations of the College. Staff will at all times maintain a professional relationship with students based upon the students' best interests. Staff will be active role models for students in being good digital citizens. In order to avoid ethical and legal risks, all College staff must comply with the MANDURAH CATHOLIC COLLEGE ETHICAL USE OF SOCIAL MEDIA POLICY.

4.0 COLLEGE COMMUNITY

Social media provides a great opportunity to collaborate and communicate with College families. We encourage past, present and future families, friends and staff of the College to interact with the College through our online forum. We welcome your thoughts, news and experiences. By following the guidelines below, all members of our online community will feel welcome and valued.

- a) RESPECTFUL– it is important that all members of the community are treated with dignity and respect. Please don't use hostile or obscene language, or make negative comments about students, families or staff at the College. This is a page for supportive conversations and is not a forum for debating controversial or personal issues.
- b) FAMILY-FRIENDLY – our Facebook page has users that are under 18 years of age. Explicit language and images have no place here.
- c) RELEVANT – please stick to the topic of discussion. Off-topic personal conversations that have no relevance to the post should stay on your personal Facebook page.
- d) NON-COMMERCIAL – the College does not accept posts of a commercial nature on our Facebook pages and these will be deleted.
- e) LEGAL – please be aware of copyright laws, intellectual property rights and the privacy law when posting, sharing and commenting. The College will delete posts that contain discriminatory or defamatory posts that relate to ethnicity, religion, gender, disability, sexual orientation or belief; or that encourage illegal activity. All actions on this page are subject to the Facebook Terms of Service.

5.0 INAPPROPRIATE USE OF SOCIAL MEDIA

The College will not permit inappropriate use of social media by staff, students or community members including:

- Breach of the College's mission and values
- Plagiarism or breach of copyright when using or repurposing material.
- Excessive time used browsing social media applications at school leading to a decline in productivity.
- Inappropriate use of language or images that portray the College in a poor light.
- Actions that bring the brand and reputation of the College into disrepute.
- Representing themselves as someone else either within the College or outside of the College.

- Making promises/statements regarding the College's operations which are misleading, fraudulent or false.
- Disclosing personal information relating to students, staff or volunteers, or official information which is confidential or commercial-in-confidence.
- Use of social media to defame, bully or discredit an individual, group or organisation. The College has a strong Anti-Bullying policy which is available on the College website.
- Conducting private business.
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content.
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose).
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Accessing, downloading or transmitting any material deemed to be illegal under WA or Australian law.
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.
- Compromising the privacy of any person.
- Attempting to gain unauthorised access to the computing resources of other organisations.
- Disruption of the integrity of the College's data or information services.
- Making a statement that might bring the College into disrepute.
- Committing the College to an action or initiative without appropriate authority.
- Disclosing official information without the authority to do so
- Not complying with laws covering libel, defamation, privacy and the protection of intellectual property.
- Statements that might be interpreted as being in contravention of the teachings of the Catholic Church.

6.0 IMAGES TAKEN AT COLLEGE EVENTS

Mandurah Catholic College understands that parents and guardians attending events may want to take photographs or videos of their child. Please respect that other families may not want their child's image taken so please refrain from taking photographs of other students. The new Australian Privacy Principles require that an image cannot be published, or posted online, without the individual's explicit permission. We ask that our families support our efforts to safeguard all students by complying with this legal requirement.

PERMISSION FOR USE OF IMAGE ON COLLEGE FACEBOOK/WEBSITE

With the introduction of new Australian Privacy Principles (2014), Mandurah Catholic College is working hard to ensure that our College meets best practice in regards to use of our students' images in media and communication. All families sign a form at enrolment on Use of Images for College Communications. Student images will always reflect the College values and may be posted on the College Facebook page for:

1. College events including but not limited to Assemblies, College Masses, and Patron's Day
2. College Cultural events including but not limited to the College Production
3. Academic competitions
4. Leadership activities (in particular College Captains)
5. Sporting events (in particular Inter-School sports teams)
6. Student achievements

In most cases, student images will be part of a group and no identifying information will be included. In images of only one student (such as achievements), the student will be informed that it will be on the College Facebook page and will be given the opportunity to decline. For individual images, the College will use the student's first name and year group only, with the exception being when sharing a post from external media where the student's full name may have been used.

On some occasions, pictures are also taken of College parents/guardians. The College will at all times ask the family members involved for verbal permission for use on social media.

7.0 PRIVACY

Privacy Policy - The privacy of College students, families and staff is very important to us. The College's Privacy Policy forms part of Social Media Policy and can be found on the College website under POLICIES.

College Collection Notice - The College Enrolment Form, completed by the parents of all incoming students, includes the College Collection Notice which addresses the College's disclosure of personal information and images in accordance with the new Privacy Laws (2014). The College Collection Notice can be found on the College website under ENROLMENTS.