

POLICY: Social Media—Staff Professional Use

Social media are a diverse range of open, social and participatory media including, but not exclusive to, Facebook, blogs, wikis and microblogging sites such as Twitter. They are used for a mixture of social and professional activities. In education, social media are an integrated part of the educational world of students and play a role in their learning, creating, communicating and collaborating processes. However, The College web portal, Compass, is the primary and preferred means of communication between members of the College community.

In the use of these technologies, [The 'Using Social Media Tools: Guide for Department Employees'](#) is a key reference for all staff.

1. **Wheeler's Hill Secondary College believes:**
 - Department employees in schools who are interested in using social media tools to engage children and young people must have a clear and sound educational context to support the teaching and learning.
 - Effective communication between all sections of the College community (parents, students and teachers) is essential to improving student outcomes.
 - The use of technologies within our College increases the variety of ways that might be used to enhance educational experiences for our students
2. **Wheeler's Hill Secondary College aims to:**
 - Utilise a web presence and tools available to promote the College and enhance learning and communication
 - Harness social media as an effective teaching tool, providing opportunities for collaborative and deep learning with clear purpose that must be meaningful, targeted and appropriate for the age and abilities of the participants.
 - Ensure all digital technology users demonstrate safe, respectful and responsible digital behaviours and adhere to the DET and WHSC College values.
 - Educate our College community in the safe and appropriate use of these technologies.

IMPLEMENTATION

1. The College web portal, Compass, is the primary and preferred means of communication between members of the College community.
2. WHSC staff who are interested in using social media tools beyond those provided at WHSC to engage children and young people must have a clear and identified educational context to support the teaching and learning. This should be based on a clear rationale and, if applicable, be reflected in the visible and viable curriculum documentation for that subject.
3. The College will authorise and maintain social media accounts and channels according to the following criteria:
 - a) All social media accounts, channels or networks which use the College name must be developed and/or authorised by the College Principal and access must be provided
 - b) All social media accounts or pages must grant administrative access through and to the ICT technicians
 - c) Account leaders are responsible for maintaining an account that adheres to WHSC values and DET advice. They must monitor and maintain quality content.
 - d) Social media used in connection with the College must not breach privacy, copyright, human rights or anti-discrimination laws.

- e) Personally identifiable information including photographs, addresses, phone numbers and email addresses must not be made publically available.
 4. The activities devised around social media must be age appropriate and within DET guidelines relating to content and classification
 5. Any material that an individual might find embarrassing or that could be taken in a negative light must not be published on social media or sued in connection with the College.
 6. Any breaches of College protocols must be reported to the Principal Class Team
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Endorsed by Education Committee: 2015

Ratified by College Council: 2015

This policy will be reviewed as part of a 3 year cycle

Next review date: 2018

Reference:

Using Social Media: Guide for DET Employees

- *Teachers, students and parents are increasingly using digital technologies for professional purposes (i.e. teaching and learning) and personal purposes (i.e. communicating, creating and socialising) thus challenging the traditional concept of learning in a school setting. The **Using Social Media Tools: Guide for Department Employees in Schools (Guide)** has been developed as a practical resource to support Department employees in schools to understand and meet the obligations and behaviours set out within existing instruments, policies and guidelines outlined within the scope of this guide. Department employees in schools who are interested in using social media tools to engage children and young people must have a clear educational context to support the teaching and learning.*
<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>
- *Misuse of social media may involve: a breach of employment obligations, serious misconduct, sexual harassment, unlawful discrimination, a criminal offence (see below), a threat to the security of Department ICT resources, an infringement of the privacy of staff and other persons such as students or parents, or exposure to legal liability. This will be regarded as a serious matter and appropriate action, including termination of employment, may be taken.*