INTENDED USE:

This Policy is intended as directions and guidelines to both STAFF and STUDENTS of ST AUGUSTINE’S COLLEGE – SYDNEY regarding the use of social networking and social media platforms whilst they remain employed by or enrolled in the College. Instruction on what must not occur when using any social media whilst associated with the College is also outlined.

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1. Rationale

1.1 Outline

The purpose of this Policy is to provide direction on the acceptable and appropriate use of social media by staff employed by and students enrolled in St Augustine’s College (hereby collectively referred to as ‘the College Community’). The intent of this document is to assist members of the College Community in choosing appropriate online learning platforms and to maintain ethical, professional and sensible standards in their own, private use of social media.

St Augustine’s College is well aware of how online social media platforms such as (but not limited to) Blogs, Wikis, Social Networks etc are transforming the way we interact and learn. Online collaboration enables people to share knowledge and ideas regardless of rank, title or experience. The intention of this Policy is not to dissuade the College Community taking part in online conversations and collaboration, but instead to empower all members to make appropriate and legal decisions so as to reduce the potential of negative impact on the College and members of the College’s standing in Community.

1.2 Guiding Principles

This Policy has been designed based on the following guiding principles, reflecting those which underpin all our actions as members of the College Community

1.2a Online behaviour should at all times demonstrate an Augustinian respect for the dignity of all people.
1.2b The core values of Caritas, Veritas and Unitas should be maintained in all online behaviour.
1.2c The Child Protection protocols of the College, in accordance with State and Commonwealth legislation must always be observed.
1.2d Staff and student online interaction must occur only in an educational context.
1.2e Staff and students must behave in a moral, ethical and compassionate manner when interacting electronically
1.2f Negative or derogatory comments or similar regarding any member of the College Community or wider community should never be made or discussed.
1.2g Confidential information regarding members of the College or College Community should remain thus.
2. Educational Use of Social Media

2.1 Accessing and Contributing to Social Network Sites on College Systems and Devices

Whilst on College property, using the College network or internet provided by the College system on a College or personal device, social media sites and platforms should only be accessed or contributed to if they are solely related to an educational or professional context. As such, personal use of Social Media should not take place on College property using the College network or internet provided by the College.

In the case of teachers and members of staff employed at the College, an ‘Educational Context’ may relate to Professional Learning and Development Networks and Groups as well as Professional Development taking place in an online forum.

Whether during or outside normal College hours and regardless of location, internet provision or ownership of device, all contributions to educational social Media sites should abide by the guiding principles outlined in section 1.2.

All use of social media is subject to logging and monitoring by the College.

2.2 Application of Policy

The terms ‘Social Media’ and ‘Social Networking’ relates to and covers all current and future means of electronic communication and networking platforms which currently include (but are not limited to):

- 2.2a Social Networking Websites and Apps such as Facebook, MySpace, Foursquare, LinkedIn.
- 2.2b Video and Image Sharing Websites and Apps such as Flickr, Instagram, YouTube, Vimeo.
- 2.2c Micro-Blogging Websites and Apps such as Twitter, Instagram, Tumblr.
- 2.2d Blogging Websites and Apps such as Blogger, Weebly, Wordpress, Blogster.
- 2.2e Forums and Discussion Boards hosted on any website or through any App.
- 2.2f Online Encyclopaedias such as Wikipedia, Sidewiki.
- 2.2g Gaming Websites and Apps.
- 2.2h Any other Websites or Apps which allow individual users to use simple publishing tools of any description.

2.3 Consequences of a Breach of this Policy

Using Social Media in a way which breaches this Policy may result in disciplinary action being taken. This may include limitation or removal of access to School Systems and devices or termination of an employment or enrolment contract.

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In addition, a breach of this Policy may involve a breach of other St Augustine’s College Policies and appropriate sanctions and disciplines may accumulate.

3. **Personal Use of Social Media**

3.1 **Use of Social Media**

Whilst outside of College property and outside of normal College hours and using internet not provided by the College, members of the College Community are free to use Social Media platforms as prescribed by legislation and common sense.

**However, whether during or outside normal College hours and regardless of location, internet provision or ownership of device, all contributions to Social Media sites should abide by the guiding principles outlined in section 1.2.**

Furthermore, given that information provided or statements made may impact the College and have larger consequences, members of the College Community are reminded that they are at all times representing the College in anything they say or do and as such failing to adhere to these principles may result in disciplinary action being taken.

During personal use of Social Media **members of staff** must:

3.1.1a Not invite current students or past students (within 5 years of graduation or withdrawal from the College) to join in their personal network or accept students’ invitations to join theirs
3.1.1b Not communicate with students using Social Media
3.1.1c Not post any images or video of students or parents on Social Media website
3.1.1d Not use the College logo or create College branded accounts which could be interpreted as representing the College
3.1.1e Not contribute to or withhold information about anything which could bring the College or members of the College Community into disrepute
3.1.1f Not engage in any conduct which would not be acceptable in the workplace
3.1.1g Not disclose any confidential information about the College or College Community
3.1.1h Exercise caution and restraint with regards to language they use, contacts they make and groups they join
3.1.1i Engage appropriate privacy settings on all Social Media accounts thus preventing users who are not friends, followers or contacts from accessing personal information, photographs or other posts

During personal use of Social Media **students** must not:

3.1.2a Invite members of staff to join in their personal network
3.1.2b Communicate with members of staff using Social Media
3.1.2c Post any images or video of members of staff on Social Media website
3.1.2d Use the College logo or create College branded accounts which
could be interpreted as representing the College

3.1.2e Contribute to anything which could bring the College or members of the College Community into disrepute

3.1.2f Engage in any conduct which would not be acceptable in school: especially with regards to online bullying (cyber bullying)

3.1.2g Disclose any confidential information about the College or College Community

3.1.2h Exercise caution and restraint with regards to language they use, contacts they make and groups they join

3.2 Staff/Student Relationships

As outlined in section 3.1, online relationships (other than purely in an educational context) between students and members of staff should not take place online.

Students and members of staff must operate in an appropriate capacity; therefore being social with students in private social network spaces introduces a dynamic that may place both parties at risk; not necessarily because the relationship is inappropriate but because the relationship could be perceived in that way. Therefore any private communication between these parties creates a high risk situation for all and is prohibited.

3.3 Expressing Personal Views

It can be difficult to draw a line between personal and school life when using Social Media. Even when talking as an individual, people may perceive others to be talking on behalf of the College. By identifying oneself as a College employee or student, users are creating perceptions about their expertise or experience and about the College. Accordingly members of the College Community need to be careful that all content associated with them does not conflict with College policies and their obligations as an employee or student.

Just because conduct is outside College or users have not clearly identified themselves as a College employee or student, it may nonetheless be in breach of your obligations to the College as an employee or contractor, whether on Social Media or otherwise. All users should exercise caution and common sense on that basis. Should a legitimate need arise for expressing opinions using Social Media, the following disclaimer should be used “The views expressed on this site are my own and not those of St Augustine’s College – Sydney,”

This Policy is not designed to infringe upon personal interaction or online conversations whilst speaking as an individual with no reference to the College, provided you are otherwise complying with the College’s policies.

3.4 Personal Liability

In addition to the expectations and directions of the College and the impact of Social Media users’ posts and comments on the College and wider community, users should be aware that information they provide and statements they make may have significant consequences socially and legally on them directly. Legal and disciplinary actions may be taken by parties outside of the College however this, in turn, may

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reflect poorly on the College through association.

Examples include (but are not limited to):

3.4a Making statements about an individual may constitute defamation (in which case you may be personally liable under applicable legislation to the person about whom you make the statement) or unlawful discrimination, harassment or bullying (in which case you may be personally liable under applicable legislation).

3.4b Using other persons' material, text, photographs, music, logos and trademarks may breach copyright laws.

4. General

4.1 Reasonable Care

The terms and prescribed conduct in this Policy are not intended to be exhaustive, nor do they anticipate every possible use of Social Media.

Members of the College Community are at all times encouraged to act with caution during their use of Social Media. Students who are unsure about what to do in particular circumstances should contact their Formation Leader or Dean; members of staff who are unsure what to do in particular circumstances should contact the Head of Executive Office.

A set of suggestions and recommendations for appropriate use are outlined in section 4.4

4.2 This Policy as a Direction

This Policy sets out the rules which must be complied with when using Social Media as an employee of or student enrolled at St Augustine’s College – Sydney. This Policy is a direction to you by the College which you must comply with. If you do not comply with this Policy, the College may take disciplinary action, up to and including termination or your employment or enrolment.

4.3 Responsibilities

The responsibilities of particular members of the College Community are outlined below:

4.3a The Principal / Head of Executive Office:
   i. Communicate the Social Media Policy to the College Community and make it available to all stakeholders;
   ii. Enforce the Social Media Policy;
   iii. Notify the Police and/or relevant parties of incidents involving cyber bullying or serious incidents involving Social Media;
   iv. Evaluate and review Social Media Policy in due course.

4.3b Integrated Technologies Team (ITT):

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i. Advise staff members and students about appropriate use;
ii. Liaise with Principal and Head of Executive Office during evaluation of Policy.

4.3c Members of Staff:
i. Comply with the Social Media Policy;
ii. Communicate the Social Media policy with students;
iii. Notify the Principal or Head of Executive Office of serious incidents involving Social Media relating to the College.

4.3d Students:
i. Comply with the Social Media Policy;
ii. Notify members of staff of any serious incidents involving Social Media.

4.4 Evaluation and Review of Policy

This Policy is due for evaluation and review in 2014.

4.5 Additional Guidelines for Staff and Students

The following guidelines are designed as an additional set of recommendations and suggestions to help guide appropriate, Policy compliant behaviour regarding Social Media.

4.5a Be polite: Never use inappropriate language while posting online. Never post negative comments about others especially members of the College Community including students and staff members.

4.5b Be accurate: Make sure you have all the facts before posting anything online.

4.5c Always verify information with a reliable source first. Cite and link to these sources whenever possible.

4.5d Be respectful: Remain constructive and respectful whenever posting online.

4.5e Avoid discussing negative experiences or disagreements, especially soon after these have occurred. Take the time to evaluate the best course of action – often it will not involve posting online.

4.5f Be a valued member: If on a social network you are commenting on someone else’s post, make sure you are contributing valuable insights.

4.5g Consider your audience: Use privacy settings to restrict personal information on otherwise public sites. Choose profile photos and avatars carefully and be thoughtful about the types of photos you upload.

4.5h Be clear: Some readers may not be familiar with abbreviations and codes and thus may interpret them incorrectly. Avoid abbreviations and re-read any statements you wish to make before publishing.

4.5i Be secure: Ensure any social network accounts you have are
secure and not accessible by others using appropriate passwords
or encryption. In addition, smartphones with social network
account access should have passcodes or passwords set up.

4.5j
Stay private: Use appropriate privacy settings on all accounts so
that only your friends, contacts or followers can access your
photographs and other posts.