



# Grovelly State School

## Parents and Citizens Association

### Social Media Policy

#### **Policy**

Grovelly State School P&C Association (P&C) is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and positive communications in all mediums.

#### **Policy Objectives**

The Grovelly State School P&C Association uses a range of forms of communication to promote the work of the P&C Association, the school, and to engage community.

#### **Responsibilities**

The President (or other Officer position as identified) is responsible for the administration and moderating of all Grovelly State School P&C Association social media.

A generic email address must be used as the login so multiple people can have access to the account including the school Principal. No pages will be established that are locked (individuals are invited to join) or linked in any way to personal accounts.

Social media is defined as a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

The purpose of social media is to facilitate conversations in a dialogue, an opportunity to promote, listen, share, collaborate and respond to our community.

Members agree to be clear when representing the P&C Association. Where a member is not representing the P&C Association it should be made clear that comments are made by the member as an individual. Members shall be mindful that their role within Grovelly State School may create a connection between what is said online and the P&C Association itself. Members must identify themselves when discussing P&C Association related topics or issues.

Where a member uses social media, they shall represent the P&C Association well and be sure that the content published is consistent with expected community standards.

Members shall be mindful that social media posts may have consequences where they are not appropriate. Will respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.

P&C Association should not promote businesses or business initiatives on social media as it may infer endorsement. However, thanking businesses and individuals for sponsorship or donations is permitted.

In using social media all P&C members agree to follow Grovelly State School P&C Association policies including the Code of Conduct.

### **Social Media Code of Conduct**

This will be included within P&C's social media account profile.

All users of a social media account representing a P&C Association must adhere to the following guidelines:

- Comments, post and responses to the page must be related to the P&C, the school community or in reply to a post left by the administrator on behalf of the P&C.
- Discussion must remain professional and personal topics are not to be discussed.
- Comments relating personally to any individual or group are not to be discussed.
- Defamatory or derogatory comments are not permitted.
- Swearing, obscene and abusive language is not permitted.
- Rude or obscene photographs, or links to photographs, are not to be posted on the page.
- All advertisements posted on the page should be in relation to the P&C.
- Derogatory, defamatory, confrontational or incorrect information relating to a P&C committee's employee or administrative position should not be discussed on the page.
- Information relating to the financial position, direction or account details of the P&C should not be discussed on the page as it is in the public arena.
- Personal information related to specific individuals of the P&C, that the individual does not agree to be released, should not be discussed.

### **Administration**

The administrator's responsibilities include:

- Posting information, news, questions and other material to the account with approval from the President in circumstances where it is needed.
- Responding to queries raised through the account or referring these to a relevant person for response.
- Deletion of comments that breach this Code of Conduct.
- Removal and/or banning of any user who breaches this Code of Conduct, in agreement with the President.
- Reporting back at general meetings any enquiries, queries or matters raised on the page.
- Set 'Profanity Blocklist' to strong and add any words you feel are applicable.

### **Privacy**

P&C's are bound by section 426 of the Education (General Provisions) Act 2006 (<http://www.legislation.qld.gov.au/LEGISLTN/CURRENT/E/EducGenPrA06.pdf>). This provision deals with confidentiality of student information.

It is an offence for members of P&C's to make a record of, use or disclose personal information about a student of a state school (current, prospective or former) except in the certain circumstances provided for in *section 426*.

### **Photos**

P&C's cannot upload photos of school staff or students to any social networking site. P&C's should work with the school to have photos placed on the school website ensuring all the relevant permissions are in place and the students' full names are not published in accordance with the department's policy. P&C's can then link from the social media site back to the school website.