



Topic:	Social Media Policy
CECWA Policy:	No Corresponding CECWA Policy
Policy Area:	Inter-relationships
Date Released:	2020
Review Date:	NA
Next Review:	2024

1. Rationale

The purpose of a social media policy is to provide a framework for using social media where people can exchange information, share experiences, collaborate and have positive experiences as part of the Inter-relationships Pillar. There is desire for a productive, inspiring, consistent voice across all College social media platforms that represents the values and standards of Holy Cross College, Friends of Holy Cross, Catholic Education Western Australia (CEWA) and the wider community. The Policy aims to define the parameters for using approved social media platforms by account owners administrators, authors/editors and users. Furthermore, the policy provides guidelines to ensure accountability and proprietary of all information.

2. Definitions

Social media: Internet based, electronic technology communication that facilitates the sharing of information, thoughts, photographs, videos and virtual networking.

Live Stream Broadcast: Live action broadcasting to the public via a social media platform. It is immediate and public.

3. Principles

- 3.1 All posts are in keeping with ethical standards and the Gospel values of the Catholic Church.
- 3.2 All posts adhere to the policies and regulations of Catholic Education Western Australia and Holy Cross College.
- 3.3 All legislative requirements pertaining to the use of social media are adhered to.
- 3.4 The dignity of all individuals is maintained at all times.
- 3.5 All information is valid and accurate.
- 3.6 Information does not cause reputational damage to the College, other organisations or individuals.
- 3.7 Confidential information is not disclosed and information does not breach privacy laws.
- 3.8 No material can be posted that is deemed to be offensive, bullying, harassing or discriminatory.

- 3.9 Social media is not a forum to air grievances or carry out debates about school policies or procedures.
- 3.10 Copyright laws are maintained with no misuse of intellectual property.
- 3.11 Staff, students and parents adhere to the College Code of Conduct when posting material to social media.

4. Procedures:

Standards

- 4.1 The Principal only shall authorise the establishment of official College social media platforms and/or accounts.
- 4.2 Staff, parents and students shall not establish social media accounts, profiles or identities that use the College name or branding or in anyway imply or make explicit representation of the College.
- 4.3 Only employees or parents authorised by the College Principal shall be permitted to make posts to official College social media platforms, as outlined in this policy.

Employees and parents authorised to use the College's official social media platforms must:

- maintain the same high standards of conduct and behaviour online as would be expected in a physical work environment.
- behave impartially and professionally.
- behave with respect and courtesy, and without harassment, bullying or discrimination.
- Maintain confidentiality, privacy and security of sensitive material and information, including the identity of staff, students and parents.
- be sensitive to the cultural diversity of the College community;
- take reasonable steps to avoid conflicts of interest or perceptions thereof;
- protect the integrity and reputation of Holy Cross College, its staff, students, parents and community members.
- comply with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation, and harassment, bullying and discrimination.
- uphold the College Code of Conduct.

- 4.4 When posting on any social media platform users must ensure the following questions are considered:

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|-------------------------------------|--|
| • Is it true? | • Is it dignified? |
| • Is it ethical? | • Is it lawful? |
| • Is it safe? | • Does it fit within our Holy Cross College brand? |
| • Is it part of our Catholic faith? | • Does it follow the College Style Guide? |
| • Is it relevant? | |
| • Is it kind? | |

If the answer is no to any of the questions above, then the post should not be made.

- 4.5 When responding to social media posts staff, students and parents shall maintain the standards of behaviour outlined in this policy.
- 4.6 The College Style Guide is a formal guideline of written communication at Holy Cross College. All material posted on social media shall follow the College Style Guide.
- 4.7 Protection of students and staff identity is paramount.
- 4.7.1 Student names shall not be used on Social Media and in limited circumstances on the College website. Some students need to have their identity protected, which includes not using their image at all. This is particularly pertinent for students protected by Court Orders. Personal details, such as the student's address, shall not be used on Social Media. Tagging students is forbidden.
- 4.7.2 In general staff are not named. In limited posts, it may be necessary or relevant to name staff. On the College website, it is normal practice that the author of a blog post is published. Naming or tagging staff on social media is prohibited.

Governance

- 4.8 Authorised employees and parents posting to official College social media accounts are delegated authority to do so only in an 'aligned autonomy' capacity whereby alignment is with:
- The Government - legislation and regulations.
 - CEWA - Bishops Mandate, Strategic Directions, Vision for Learning, and Policy statements.
 - Employment conditions- EBA/Contract, Job and role description and Code of Conduct,
 - The College - Vision, Mission, Motto, Strategic Compass, Vision for Learning
 - The College Principal - Expectations, Idiosyncrasies, Style, Interests
- 4.9 To ensure the integrity and security of College social media accounts access details including passwords must be kept confidential. Master passwords shall be held by the Information and Communications Technology (ICT) team.
- 4.10 College social media accounts shall be monitored by the site Administrators, Editors and Moderators to ensure all posts adhere to this policy. The site Administrator may close the account if serious or repeated breaches occur. Breaches of this policy are considered serious and may result in sanctions or disciplinary action taken against offenders.

Approved Social Media Accounts

College Facebook

Administrators:	Digital Systems Coordinator Community Relations and Marketing Officer,
Editors:	Principal, Vice Principal Information & Learning Technologies Support Officers
Moderators:	Deputy Principal - Enrichment

College Blog

Administrators: Digital Systems Coordinator
Community Relations and Marketing Officer,
Editors: Principal, Vice Principal
Information & Learning Technologies Support Officers
Moderators: Extended Leadership Team

College Twitter

Administrators: Digital Systems Coordinator
Community Relations and Marketing Officer,
Editors: Principal, Vice Principal
Information & Learning Technologies Support Officers
Moderators: Extended Leadership Team

College Teaching staff are encourage to use Twitter to highlight College activities and achievements. The following hashtags only may be used.

Approved Hashtags
#hccellenbrook
#AppleDistinguishedSchools

Friends of Holy Cross Facebook

Administrators: Digital Systems Coordinator
Community Relations and Marketing Officer
Vice Principal
Editors: Principal
Information & Learning Technologies Support Officers
Friends of Holy Cross President and Vice President
Moderators: Friends of Holy Cross Secretary

Live streaming

- 4.11 Live streaming to social media of College activities is permitted on approval of the College Principal, however, approval is required on each occasion.

When utilising live stream broadcasts, a risk assessment must be completed in order to minimise or mitigate potential breaches to the policy. Once permission is granted, the following protocols must be adhered to:

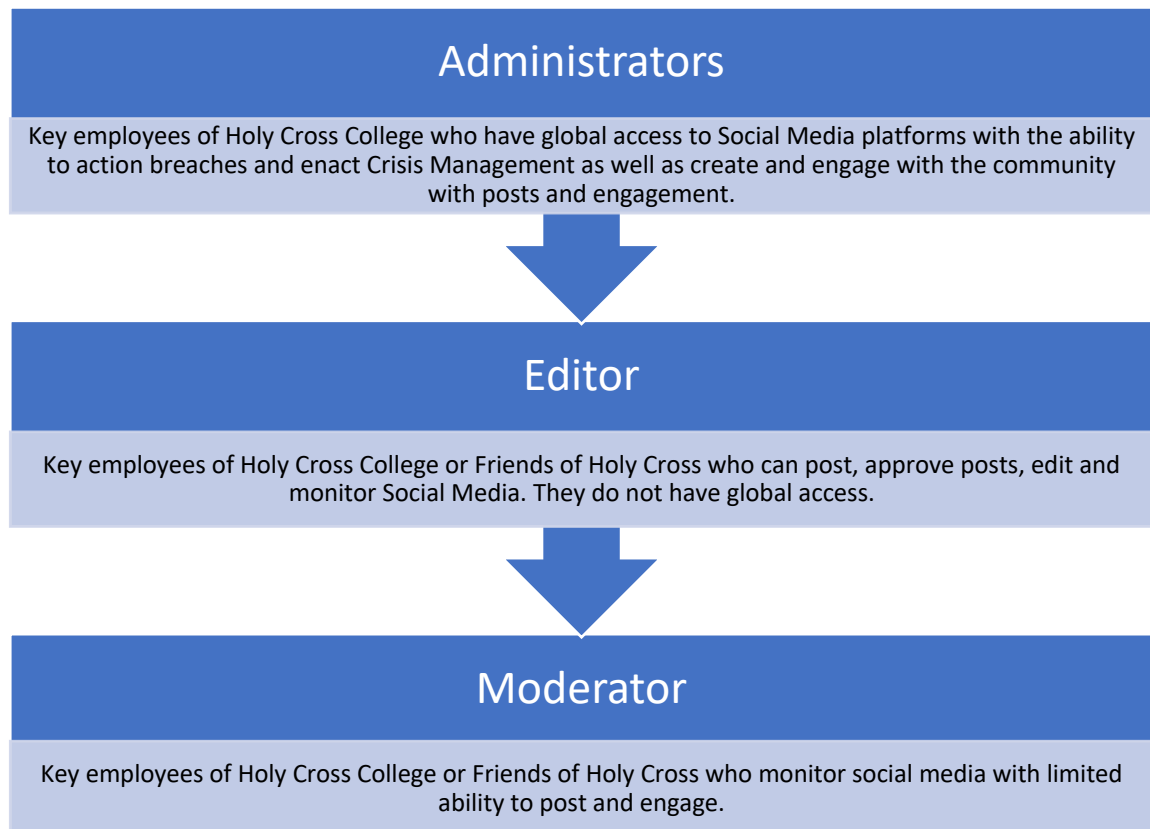
- 3.6.1 Identity: Student names cannot be used. Staff names should also be avoided as much as possible.
- 3.6.2 Personal Dignity: Ensure the personal dignity of all within the broadcast adheres to the highest standards of dignity of the human person.
- 3.6.3 College Uniform and Grooming: All students within the broadcast must be in adherence to the College Uniform and Grooming policy. This includes standards for free dress and staff dress expectations.
- 3.6.4 Verbal Language: Verbal commentary must be used as a means of keeping the audience informed. The commentator must introduce the activity and close with positive comments.

- 4.12 The use of live streaming to social media is limited to situations where students cannot be identify by name or by any other information. Such occasions may include:
- School based Athletics Carnivals
 - School based Cross Country Carnivals
 - Drama productions
 - Arts showcases
- Live streaming using closed or secure links is permitted for assemblies, Masses and Liturgies. This includes YouTube links, in particular.
- 4.13 Posting recorded videos: If there has been a breach of the Social Media Policy or there is content that is not desirable, either edit out the unacceptable content or refrain from posting recorded videos.

Identified policy breaches

- 4.14 In the event of a breach of this policy the following actions are to be taken:
- A screen shot shall be be captured of the post and should include the name or identity of the person who has made the breach.
 - The post must then be either hidden or deleted.
 - The Community Relations and Marketing Officer will advise the College Principal of any breach. Monitors shall advise the College Principal if the breach is deemed to be serious and supply the screen shot(s) or evidence of the breach.

5. Structures



6. Permissions

Action	Admin	Editor	Moderator
Manage page roles and settings	✓		
Edit the Page and add people	✓	✓	
Create and delete posts as the Page	✓	✓	
Send messages as the Page	✓	✓	✓
Respond to and delete comments and posts to the Page	✓	✓	✓
Remove and ban people from the page	✓	✓	✓
Create ads, promotions or boosted posts	✓		
View insights	✓		
View Page Quality tab	✓		
See who published as the Page	✓		
Publish and manage jobs	✓		
Turn on job features for a post	✓		