



ICT004 - SOCIAL MEDIA POLICY

POLICY CONTEXT

Willunga Waldorf School is a co-educational and inclusive school. The school's mission is to provide Steiner education from early childhood to year 12, based on the work of Rudolf Steiner. This education is driven by a deep understanding and respect for the developing and unfolding human being.

The School seeks to be a safe, just, compassionate, responsive and inclusive place for all its employees and students.

PURPOSE AND SCOPE

Willunga Waldorf School's Social Media Policy outlines the ways that the school, staff, and students are expected to conduct themselves when using social media.

It aims to assist in giving members of the school community who use social media, either personally or as part of their job, guidance on the School's expectations regarding their behaviour on social media and the risks associated with social media that must be appropriately managed.

This policy applies to all staff, contractors, students and parents/guardians and members of the school community.

GUIDING PRINCIPLES

Regarding social media, Willunga Waldorf School (WWS) is committed to ensuring:

- Online behaviour demonstrates respect for the dignity of other people;
- Compliance with the laws in terms of copyright, privacy, and confidentiality;
- Staff behave in an ethical manner when using social media (including when using personal accounts) as any communication can reflect on their role at the school. Online behaviour must be consistent with the School's Community Code of Conduct, beliefs and ethos, and professional expectations and standards; and
- Staff maintain their ability to serve as a positive role model for students and as a representative of the school.

STUDENT USE OF SOCIAL MEDIA

When using social media, students must ensure they:

- Do not post material that is offensive, obscene, defamatory, bullying, abusive, harassing, threatening, discriminatory, hateful, racist, sexist, a breach of a court suppression order, or is otherwise unlawful;
- Do not harm the reputation and good standing of the WWS or those within its community; and
- Do not impersonate or falsely represent another person.

Students who breach the Social Media Policy may be subject to disciplinary action, and unlawful conduct may be reported to the South Australian Police (SAPOL). Students should



be aware that a breach of Willunga Waldorf School's Social Media Policy may also involve a breach of other school policies, such as the Bullying Prevention Policy, Child Safe Environment Policy, and Acceptable Use of ICTs for Staff and Students Policy.

STAFF PERSONAL USE OF SOCIAL MEDIA

Staff personal use of social media must:

- Not bring Willunga Waldorf School into disrepute or inhibit or compromise their duties or obligations to the school or our students; and
- Comply with all school policies and professional standards which outline the behaviours employees are required to display when posting personal comments that either relate to or can be identified as relating to school issues.

Staff should not have external friendships (that is, personal relationships) with students beyond that which is appropriate for the staff/student relationship. A personal relationship on a social networking site would exceed the accepted bounds of a staff-student relationship and might leave the member of staff open to allegations of improper conduct.

Teachers and other staff also need to be aware of interaction with the parents of current students in that comments and opinions may be construed in ways not envisaged that may lead to unforeseen social or legal complications.

SOCIAL MEDIA SECURITY, PRIVACY AND ACCESS

Regarding personal social media use, WWS staff should:

- Consider the information and images of them on their accounts and ensure they are confident that these represent them in an acceptable manner;
- Ensure they do not have students as friends on their personal social media sites;
- Ensure that social media comments about their workplace, colleagues or children or young people would not cause hurt or embarrassment, risk defamation claims or harm the reputation of the workplace, their colleagues, or students;
- Confirm and regularly check that privacy settings on their social media profiles are appropriately set to avoid risking their privacy; and
- Be aware that the privacy settings on social media do not guarantee that the content posted will remain private indefinitely. The privacy settings that staff apply cannot excuse breaches of the School's Social Media Policy if inappropriate material is posted, and it becomes more publicly available than intended.

CONSEQUENCES OF BREACHING THE SOCIAL MEDIA POLICY

Situations where staff members have breached, or are suspected to have breached, the Social Media Policy will be managed in accordance with the Staff Conduct and Performance policy and procedure. In serious or repeated incidents, or where a fundamental breach has occurred, the staff member's employment contract may be terminated.



SOCIAL MEDIA ACCOUNTS

Only the Head of School can authorise employees to create social media identities, profiles or accounts that use the Willunga Waldorf School name, crest or brand, or are designed to represent the School in any way. In this regard:

- Only authorised employees may officially represent Willunga Waldorf School, and only on authorised social media platforms, as outlined in this policy.
- Willunga Waldorf School has approved the use of Instagram and WordPress as social media platforms for the School. No other platforms are to be used unless authorised by the Head of School.
- Employees and students posting comments on official School communications should observe the standards of conduct and behaviour outlined in the Code of Conduct
- Ensure that their social media communications:
 - Are lawful
 - Comply with the School's policies and procedures
- Willunga Waldorf School reserves the right to delete official posts or comments that are deemed to be defamatory or offensive.

STAFF USE OF SCHOOL SOCIAL MEDIA ACCOUNTS

Authorised employees using social media in an official capacity are given autonomy to represent the School's views in an ongoing conversation with the public, parents and students. However, there are occasions when content must be reviewed by the School Leadership. This includes, but is not limited to, content that is:

- Politically sensitive;
- Associated with a project or activity deemed to be high risk;
- A response to an individual or group that is deemed to be high risk;
- Directly quoting another employee (e.g. a response attributed to the Head of School).

When creating content or posting to a social media platform which officially represents the Willunga Waldorf School, staff should ensure:

- Approval is obtained from the Head of School prior to:
 - Posting content that may be seen as being made 'on behalf' of the school (for example, commentary, school information, or photographs of the school, students, staff or other identifying images); and
 - Using school logos, trademarks, official photographs or any other intellectual property or proprietary materials;
- Posted material and commentary do not breach other policies outlining expected behaviours of employees of the School;
- Concerns about the sustainability of content (for example, privacy or copyright concerns) are raised with the Head of School prior to posting the content in question;
- The specific media channels and etiquette are understood;
- The views and feelings of the target community are considered;
- Content is respectful of all individuals, the school, and the social media site;
- Content is not offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, a breach of a court suppression order, or is otherwise unlawful;
- Published content is correct and not misleading;



- Copyright laws are respected, and work is attributed to the original source wherever possible;
- Personal details are protected;
- Published content is factually accurate and complies with all relevant school policies; and
- The reputation or brand of the school is not brought into disrepute.

SOCIAL MEDIA MODERATION

Willunga Waldorf School has appointed the following staff as administrators of its social media accounts:

- School Officer Supervisor

The responsibilities of the social media administrators include:

- Commenting on posts
- Content moderation
- Content removal
- Posting content

CONTENT REMOVAL

The School's social media moderators will remove content that is deemed negative, inaccurate or harmful.

PUBLISHING IMAGES AND IDENTIFYING CHILDREN ONLINE

Personal or private information regarding students will not be published on any social media site. Student, parent or staff likeness, images, voice recordings, performances or creative work will not be shared on social media without previously obtaining a signed consent form.

Once the School has obtained the appropriate permissions and has complied with child protection obligations, photos and videos can be posted, news can be shared, and announcements can be made on social media.

The School may use photographs of students in standard day clothing on social media, however photos of single students and of students in swimming attire will not be posted.

The School will ensure that the images they use of students on social media do not contain their full name. Care will always be taken not to reveal personal information of students.

Staff have been made aware that some social media sites feature the ability to 'tag' images with the names of people captured in the photo. Sites may also use facial recognition technology to identify who is in the photo. Staff will consider this when posting photos to social media.

Special consideration will be given to vulnerable children. Vulnerable children and young people can be defined as children/young people who are at increased risk of harm when using social media due to their circumstances or personal characteristics. Vulnerable children and young people may include those subject to Court Orders where contact



between a child/young person and another person (including family members) may be unlawful. Examples include children and young people under the Guardianship of the Minister, children and young people subject to a Witness Protection Order, or children and young people subject to a Family Court Order. The School's Social Media Administrator will consider vulnerable children when creating social media content. If information is sensitive, they will consider limiting access to a relevant group of users by creating a closed group or not posting the information.

GEOTAGGING

Willunga Waldorf School will ensure that geotagging is deactivated when it concerns children and young people, school activities and alternate education venues (for example, excursions).

To minimise the risk of geotagging, the school will:

- Disable location settings prior to taking a picture that will be posted online;
- Maintain social media privacy settings; and
- Discuss the dangers associated with geotagging and the benefits of disabling geotagging when educating students about cyber-safety.

USE OF SOCIAL MEDIA FOR DISTRIBUTION OF INFORMATION

Willunga Waldorf School acknowledges that not everyone has access to or uses social media. The school will consider how people will access important information and will consider distributing this in a different manner, for example, by posting on the School website, in the newsletter or sending an SMS.

RESPONSIBILITIES

Each member of the school community has responsibilities to uphold regarding social media use.

Head of School

It is the responsibility of the Head of School to:

- Ensure IT requirements are in place for establishing social media activities and profiles;
- Consult with the community impacted by social media before launching new media use;
- Disseminate the Social Media Policy to all staff to ensure they are aware to the requirements they need to comply with;
- Ensure training is provided to staff and students regarding this social media policy;
- Ensure child protection practices are implemented to protect staff, volunteers, and students;
- Implement processes to enable staff and students to identify and report offensive behaviour;
- Ensure issues are remedied promptly when they arise while providing appropriate support to staff and young people;
- Set an example with best practice social media use; and
- Ensure appropriate precautions have been taken to protect students.



Staff

It is the responsibility of staff to:

- Obtain approval for social media activity from the Head of School;
- Teach topics from *Keeping Safe: Child Protection Curriculum*;
- Ensure that both personal and professional social media use complies with the requirements outlined in *Protective practices for staff in their interactions with children and young people: Guidelines for staff working or volunteering in education or care settings*
- Educate students in maintaining a positive online presence while protecting their identity;
- Educate students and young people about how to identify and avoid inappropriate materials;
- Understand the potential legal ramifications for using social media, including that staff can be held accountable for their actions outside of business hours;
- Ensure that student safety is protected when introducing them to social media. This includes setting up processes that enable discussions and strategies for using social media effectively and safely. Processes must also appropriately address the needs of vulnerable children; and
- Maintain a professional relationship with students, including establishing clear professional boundaries to safeguard all parties from misunderstandings or a violation of professional relationships.

Students

It is the responsibility of students to:

- Utilise cyber-safety strategies and instructions when using social media;
- Avoid involvement or accessing content or activities that could put safety at risk, or the privacy, safety of the school, other students, or members of the School community; and
- Be aware that actions outside of school hours that impact the wellbeing of others and the school environment can result in possible suspension or other ramifications.

POLICY BREACHES

Non-compliance with this policy may be grounds for disciplinary action, which could lead to termination of employment.

Unacceptable use of social media may be a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination or some other contravention of law.

Willunga Waldorf School employees who use social media in their own time, using their own resources should note that their private comments posted publicly could potentially have repercussions at work. Such instances will be reviewed on a case by case basis with consideration to the possible damage to the reputation of Willunga Waldorf School.

APPENDICES

Appendix A – Standards for Interactions with Students

Appendix B – Abusive Comments or Comments Suggesting Immediate Danger or Self-Harm

RELATED SCHOOL POLICIES AND PROCEDURES

Related school policies, procedures and guidelines	<ul style="list-style-type: none"> • STU001 Child Safe Environments Policy • STU002 Responding to Risks of Harm, Abuse and Neglect Policy and Procedures • SF001 Professional Code of Conduct (staff) • WHS003 School Community Code of Conduct • STU004 Bullying and Harassment Prevention Policy • STU003 Personal Responsibility Policy (Behaviour Education and Support) • STU012 Photography Policy • GOV005 Privacy Policy • ECH014 Safe Use of Digital Technologies and Online Environments Policy • WHS005 Sexual Harassment Policy • WHS001 Work Health and Safety Policy ICT Acceptable Use Policy • Cyber Safety Policy and Guidelines • Staff Conduct and Performance Policy
Related Legislation and Regulatory Requirements	<ul style="list-style-type: none"> • Education and Early Childhood Services (Registration and Standards) Act 2011 (SA) • Children and Young People (Safety) Act 2017 (SA) • Copyright Act 1968 (Cth) • Privacy Act 1988 (Cth)
Early Childhood legislative requirements	<ul style="list-style-type: none"> • National Quality Standards (NQS)
Cross sector guidelines (SA)	<ul style="list-style-type: none"> • Australian Student Wellbeing Framework • Keeping Safe: Child Protection Curriculum (SA) • Protective Practices for Staff in Their Interactions with Children and Young People (SA)

VARIATION AND REVIEW

The School reserves the right to vary, replace or terminate this policy from time to time. Unless altered earlier, this policy will be reviewed every three (3) years.

Responsible Person	Head of School
Policy Approver	Head of School
Version	2.0 (replaces version 1.0)
Publication Date	26/10/2017 (version 1.0)
Last Review Date	June 2025
Next Review Date	June 2028
Revision Record	

APPENDIX A

Standards for Interactions with Students

1. Staff interactions with students must be seen to be professional at all times – that is, you must not engage in behaviour that raises a reasonable suspicion:
 - That you have engaged in, or will engage in, inappropriate behaviour or misconduct; or
 - That the standards applying to the professional employee-student relationship have or will be breached.
2. You must not communicate with students using a personal mobile
3. You must ensure you do not communicate with students from a private or personal email address and only use the school email. Communication with students via School email must be for educational purposes only.
4. The use of a School mobile phone or camera to photograph students must be for School purposes only.
5. You must not use personal accounts on social media sites (see Definitions above) to contact or access students enrolled at the School.
6. You must not use any official School social media site for inappropriate or non-educational related communication.
7. You must only establish an official School social media presence/site with authorisation from the Head of School.
8. The school adopts the *Recommended Protective Practices for staff in their interactions with children and young people*. This document can be found on the staff app for easy reference.

Standard of Practice

9. If you use private social media sites in your personal time, you must ensure that the content is appropriate and private and does not enable access to students of the School. The healthy relationship dynamic that exists between teacher/school employee and student is essential to professional behaviour and communication.
10. School employees must not, directly or indirectly, cause detriment to another person because a person has made an honest report or complaint in good faith to an appropriate authority about actual or suspected harm to a student.

APPENDIX B

Abusive Comments or Comments Suggesting Immediate Danger or Self-Harm posted on Willunga Waldorf School social media

Abusive comments

1. Report abusive comment using the Report feature on social media
2. Remove comment from Willunga Waldorf School social media page

Immediate danger

1. Contact Police and give details of threat
2. Report comment using the Report feature on Instagram
3. Remove comment from Willunga Waldorf School social media Page

Self-Harm

1. If individual known – contact police to provide a welfare check
2. If individual unknown and we have no other information about the individual other than the comment – report comment using report feature on social media
3. Remove comment from Willunga Waldorf School social media Page