

SOCIAL MEDIA POLICY

AL SIRAAT COLLEGE INC

Association No. A0051356N
ABN 96 957 841 991

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Version 2 – 5th August 2021



AL SIRAAT
COLLEGE

1. INTRODUCTION

- 1.1 Online communication and social media tools are important channels that enable Al Siraat College (**the College**) to engage with parents, staff members, students, contractors, and other stakeholders about its activities.
- 1.2 Social media can be, when appropriate, an effective educational and social tool and is used by the College community to express their views, comments, ideas and criticism on a whole range of issues.
- 1.3 It is expected that students and staff will uphold the Islamic ethos of the College in all Social media interactions. The College is therefore committed to establishing a culture of openness, respect, trust and integrity in our online activities.

2. PURPOSE

- 2.1 This Policy provides guidance about acceptable use of Social media for:
 - (a) staff members, students, volunteers and contractors acting in a professional capacity; and
 - (b) other people acting in a personal capacity.
- 2.2 The purpose of this Policy is to:
 - (a) encourage appropriate use of Social media that is consistent with the broader values and expectations of the College community; and
 - (b) provide clarity to staff, students, parents, volunteers and contractors on how to conduct themselves and their responsibility as representatives of the College when using Social media.

3. SCOPE

- 3.1 This Policy applies to all:
 - (a) Staff members;
 - (b) Volunteers;
 - (c) Students;
 - (d) Parents; and
 - (e) Contractors.

4. DEFINITIONS

- 4.1 “**Contractors**” means all persons engaged by the College for services on a contract basis.
- 4.2 “**Digital communications**” means any communication with an audience using a digital medium that has the potential to be viewed by or shared with a wider audience. Examples are SMS, radio and television broadcasting.
- 4.3 “**Parents**” means the person/s legally responsible for the care, welfare and development of the student including, but is/are not limited to, a parent or guardian or foster parent.
- 4.4 “**Social media**” means content created by people using highly accessible and scalable publishing technologies. Social media is distinct from traditional media such as newspapers, television, and

film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information – other media generally require significant resources to publish information. Social media may include (although is not limited to):

- (a) social networking (e.g. Facebook, LinkedIn, Bebo, Yammer, Snapchat, Kik , Zoom, Discord, Omeagle), including Chat.
- (b) video and photo sharing apps (e.g. Instagram, YouTube, Vine, Pinterest, Vlive, Tiktok),
- (c) blogs, including corporate blogs and personal blogs, Tumblr;
- (d) blogs hosted by media outlets (e.g. comments or your say feature);
- (e) micro-blogging (e.g. Twitter);
- (f) wikis and online collaborations (e.g. Wikipedia);
- (g) forums, discussion boards and groups (e.g. Google groups, Whirlpool);
- (h) vod and podcasting;
- (i) online multiplayer gaming platforms (e.g. Minecraft, Twitch, Roblox)
- (j) instant messaging (including SMS, WhatsApp, Viber, Telegram)
- (k) geo-spatial tagging (Foursquare, Yelp).
- (l) comics (e.g. Webtoon, Manga)

4.5 “**Staff**” means all persons employed by the College including full-time, part-time and casual staff members.

4.6 “**Students**” means all persons enrolled at the College under an enrolment agreement.

4.7 “**Volunteer**” means all persons that are engaged by the College for services on a voluntary (unpaid) basis.

5. GUIDING PRINCIPLES

- (a) All online behaviour should at all times be consistent with and demonstrate the College’s ethos, Islamic values and respect for one another.
- (b) Staff members, students, parents, contractors and students should be aware of mixing College and personal lives. It is expected that you will represent the College well.
- (c) By identifying yourself as an affiliate of the College in your online profile you create an association between what you say online and the College itself.
- (d) Consider what you say before you say it — it will be on the web permanently.
- (e) Take care with the language you use online so that any messages you send do not offend or hurt the recipient, or anyone else who reads it. Ask yourself, ‘would I say this to the person if we were face to face?’
 - (i) If you are uncertain about something, don’t publish it!
 - (ii) Information will be around for a long time, so make sure content is correct before you post and seek advice if in doubt.

- (iii) Remember whatever you publish on your personal account is yours and can have consequences for you personally.
- (iv) Be respectful, play fair and be considerate. Remember what you say can easily become public and everything is permanent — even if you delete it!
- (v) Be original and respect copyright.
- (vi) Use discretion, and take care not to publish information that should not be made public. If you aren't 100% sure, seek advice.

6. PROFESSIONAL USE OF SOCIAL MEDIA

- 6.1 All staff, students, volunteers and contractors of the College are encouraged to:
 - (a) have a professional online presence to connect with colleagues, professional contacts and the College via Social media sites; and
 - (b) use Social media to promote the College and professional success engage in business development and share information and ideas.
- 6.2 As a representative of the College, staff, students and contractors must take reasonable care to ensure any action or comment which may be published and communicated via Social media or digital communication does not harm the reputation of themselves, their colleagues, students, parents or the College.
- 6.3 Staff, volunteers and contractors must not connect, join, or follow students via Social media and digital communications other than via school digital platforms or College email for educational purposes.
- 6.4 Staff, volunteers and contractors are also encouraged not to connect, join, or follow former students via Social media and digital communications.
- 6.5 Whilst we often encourage staff, students and contractors to connect with prospective business contacts via Social media, staff, students and contractors must not send repeated invites to connect/join with other people via Social media or digital communications.
- 6.6 When communicating, staff, students and contractors are required to:
 - (a) be respectful of all individuals and communities with which they interact online;
 - (b) be polite and respectful of other opinions, even in times of heated discussion and debate;
 - (c) adhere to the terms of use of the website/platform and the College's policies and procedures; and
 - (d) respect copyright, privacy, financial disclosure and other applicable laws when publishing on Social media platforms.

7. PERSONAL USE OF SOCIAL MEDIA

- 7.1 This Policy does not intend to discourage or unduly limit personal expression or online activities.
- 7.2 However, it should recognise that there is the potential for damage to be caused, directly or indirectly, to the College and others as a result of personal use of Social media when you can be identified as a student, parent, staff member, contractor or volunteer of the College.

- 7.3 You must respect a person's professional and personal environment and must not harass other people online.
- 7.4 Whether or not you can be identified on Social media as connected with the College, you must:
- (a) act with integrity;
 - (b) be respectful; and
 - (c) never reveal confidential information.
- 7.5 Where your comments or profile can identify you as a student, parent, staff member, contractor or volunteer of the College (for example: LinkedIn or Facebook profiles):
- (a) you must:
 - (i) only disclose and discuss publicly available information;
 - (ii) ensure all content published is accurate and not misleading, and complies with all relevant policies of the College;
 - (iii) expressly state on all postings - identifying you as student, parent, staff member, contractor or volunteer, the stated views are your own and are not those of the College;
 - (iv) be polite and respectful to all people with whom you interact; and
 - (v) adhere to the terms of use of the relevant Social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws and departmental policies.
 - (b) you must not:
 - (i) post material that is or might be construed as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful;
 - (ii) imply that you are authorised to speak as a representative of the College (when you are not given this express authorisation), nor give the impression that the views you express are those of the College;
 - (iii) use your College email address or any College logos or insignia that may give the impression of official support or endorsement of your personal comment;
 - (iv) use or disclose any confidential information or personal information obtained in your capacity as a staff member, contractor or volunteer of the College;
 - (v) make any comment or post any material that might otherwise damage the College's reputation.
- 7.6 Student personal Social media usage is not permitted during College hours.

8. PRIVACY AND CONFIDENTIALITY

- 8.1 Staff members, volunteers, contractors and students must not:

- (a) disclose confidential information obtained in the course of their engagement with the College via Social media or digital communications; and
- (b) use or disclose personal information in breach of the College's obligations under the *Privacy Act 1988* (Cth).

8.2 You must only share images or any other information relating to another person not readily available to the general public with consent.

9. YOUR SECURITY

9.1 All staff members, contractors and students must ensure the security of their Social media profiles, and regularly monitor their profiles so that if there is a security breach it can be dealt with quickly.

9.2 We encourage our staff members, contractors and students to:

- (a) be aware of profile security and permissions with whatever Social media they are using and where available use controls to sensibly restrict access to information; and
- (b) use a secure system when accessing Social media systems outside of the workplace.

9.3 All staff members, volunteers, contractors and students must notify the Head of Compliance or Principal in the event of a breach of security, if they have concerns that they are not acting in accordance with this policy, or if they are unsure of the requirements.

10. INTELLECTUAL PROPERTY

10.1 You must not plagiarise material via Social media and digital communication and you must respect the principles of intellectual property, fair use and copyright laws.

11. BULLYING AND EQUAL OPPORTUNITY

11.1 We promote equal opportunity and have a zero tolerance of discrimination, bullying and harassment.

11.2 You must not post material that is obscene, defamatory, threatening, harassing, derogatory, discriminatory or hateful to another person or entity.

11.3 Publishing comments, images or other information that is or could be construed as discriminatory, bullying, harassing or slanderous is not acceptable, regardless of the communication channel that such comments occur in.

11.4 If a student engages in cyberbullying, this may result in notification to the relevant authority if the College is obliged to do so. The College may also impose sanctions, which included (but are not limited to):

- (a) Loss of computer privileges;
- (b) Detention;
- (c) Suspension; and/or
- (d) Termination of enrolment.

12. GRIEVANCE REPORTING PROCESS

- 12.1 If you believe that someone has inappropriately commented about the College, a parent, a student, a staff member, a contractor or a volunteer of the College, you should print or take a screen shot of the page and immediately report the occurrence to the Head of Compliance.
- 12.2 If a staff member, contractor or volunteer feels that an individual is using Social media such that it is negatively affecting productivity or the work environment, they should report the occurrence to the Principal as soon as reasonably practicable.

13. BREACHES OF THIS POLICY

- 13.1 You will be held accountable for acting in breach of this Policy and may face disciplinary action for breach of this Policy. The form of disciplinary action will vary depending on the nature of the College's engagement with you however may constitute a breach of employment or enrolment obligations, misconduct, sexual harassment, discrimination or some other contravention of the law.
- 13.2 If a person acts in breach of the law they may be personally liable.
- 13.3 All people covered by the policy are personally responsible for the content they publish in a personal capacity on any Social media or digital communications platform. When in doubt, seek guidance from the College about how to comply with the aforementioned obligations.

14. RELATED POLICIES AND PROCEDURES

14.1 The behaviour of staff, volunteers, students, parents and contractors online must be consistent with other College policies and procedures, including:

- (a) Anti-Bullying Policy.
- (b) Child Safety Code of Conduct.
- (c) Child Safety Policy.
- (d) Electronic Communication Acceptable Use Policy.
- (e) ICT Responsible Use Policy.
- (f) Parent Code of Conduct.
- (g) Student Behaviour Management Policy.
- (h) Student Code of Conduct.
- (i) Student/Parent iPad Contract.

15. MONITORING AND REVIEW

This policy will be reviewed as part of the College's three-year review cycle.

16. DOCUMENT HISTORY

Date	Author	Version	Change Reference
March-2014	Andrew Houghton	1.0	No previous document
5-Aug-2021	Moores Lawyers, Leah Hamel, Student Representative Council, Vis Naidu, Summer Rwehumbiza	2.0	Update from Electronic Communication Policy

17. APPROVAL AND ADOPTION OF THIS CONFLICT OF INTEREST POLICY

Adopted by the Committee on 13th September 2021.