WYPS Social Media Policy

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Approved By	WYPS School Council
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Approval by Principal or Nominee	 Oliver Thockloth
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References	

WOORI YALLOCK PRIMARY SCHOOL - Instagram and Social Media Policy

PURPOSE

Woori Yallock Primary School (WYPS) uses social media to celebrate learning, strengthen community connections, share achievements, and promote school activities in a positive and respectful manner.

The school's Instagram page is intended to complement, not replace, official communication channels. Compass remains the school's primary platform for communication with families regarding attendance, permissions, events, newsletters, emergency information and student-related matters.

This policy establishes expectations for the safe, respectful and appropriate use of the school's Instagram page and other school-managed social media accounts.

SCOPE

This policy applies to:

- School staff
- School Council members
- Volunteers and contractors acting on behalf of the school
- Parents, carers and family members interacting with school social media
- Any member of the school community who accesses or engages with school-managed social media accounts

DEFINITIONS

Social Media

Social media refers to internet-based platforms that allow users to create, share and interact with content and information. This includes, but is not limited to:

- Instagram
- Facebook
- LinkedIn
- X (formerly Twitter)
- YouTube
- Blogs and websites
- Online forums and discussion boards
- Podcasts and video-sharing platforms
- Emerging social networking applications

School Social Media Account

Any social media account created, managed or authorised by Woori Yallock Primary School.

OBJECTIVES

The objectives of this policy are to:

- Promote positive communication within the school community.
- Celebrate student learning, achievements and school events.
- Ensure compliance with Department of Education policies and relevant legislation.
- Protect the privacy, safety and wellbeing of students and staff.
- Support compliance with Victoria's Child Safe Standards.
- Provide clear expectations regarding acceptable online behaviour.
- Establish procedures for responding to inappropriate use of social media.

POLICY STATEMENT

Social media can be a valuable tool for building community engagement and celebrating school achievements. However, online communication must always reflect the values of respect, inclusion, integrity and safety.

All members of the school community are expected to behave online in a manner consistent with the school's values and behavioural expectations.

The school reserves the right to moderate, remove or restrict access to content that does not comply with this policy.

OFFICIAL USE OF INSTAGRAM

The WYPS Instagram page may be used to share:

- Student learning activities
- School events and excursions
- Sporting achievements
- Awards and recognitions
- Community events
- School programs and initiatives
- Celebrations and special occasions

The school's Instagram page is intended to be promotional and celebratory in nature.

Instagram will not be used for:

- Student welfare matters
- Parent complaints
- Student discipline matters
- Emergency communications
- Confidential information
- Individual student issues

Official school communications will continue to be provided through Compass and other authorised school communication channels.

CHILD SAFETY AND STUDENT IMAGES

Woori Yallock Primary School is committed to maintaining child safety and complying with Victoria's Child Safe Standards.

Images, videos and recordings of students will only be published:

- In accordance with Department of Education requirements;
- Where appropriate parent/carer consent has been obtained;
- When publication does not place students at risk;
- When content reflects students positively and respectfully.

The school will not publish:

- Student surnames;
- Student contact details;
- Student addresses;
- Personal information that could compromise student safety.

The school reserves the right to remove any content that may place a student at risk.

PRIVACY AND CONFIDENTIALITY

All users must respect the privacy of students, staff and families.

Users must not:

- Share confidential school information;
- Publish personal information about another person without consent;
- Share student records or educational information;
- Publish photographs or videos of students in a manner inconsistent with school consent processes.

All social media activity must comply with applicable privacy legislation and Department of Education requirements.

COMMUNITY CODE OF CONDUCT

When interacting with school social media accounts, community members must:

- Treat all people with respect and courtesy;
- Communicate constructively and positively;
- Respect differing opinions;
- Support a safe and inclusive online environment;
- Model appropriate online behaviour for students.

Community members must not:

- Bully, harass or intimidate others;
- Use offensive, discriminatory or abusive language;
- Post defamatory comments;
- Share false or misleading information;
- Engage in personal attacks;
- Reveal confidential information;
- Publish content that breaches privacy requirements;
- Promote commercial products or services without permission;
- Impersonate another person or organisation.

MODERATION OF CONTENT

The school reserves the right to moderate all interactions on its social media platforms.

The school may:

- Disable comments or direct messaging functions;
- Remove inappropriate comments or content;
- Restrict or block users;
- Report content to the platform provider;
- Refer serious matters to relevant authorities.

Content may be removed where it includes:

- Offensive or abusive language;
- Harassment or bullying;
- Discriminatory comments;
- Personal attacks;
- Privacy breaches;
- False or misleading information;
- Spam or promotional content;
- Content inconsistent with school values.

MANAGING BREACHES

Where inappropriate behaviour occurs, the school may:

1. Remove the content;
2. Contact the individual involved;
3. Issue a warning;
4. Restrict or block access to school social media accounts;
5. Refer matters to the Principal;
6. Refer serious matters to relevant authorities, including the eSafety Commissioner where appropriate.

FAKE, ANONYMOUS OR IMPERSONATION ACCOUNTS

The school reserves the right to block or remove followers where accounts:

- Appear to be fake or fraudulent;
- Cannot be reasonably identified;
- Impersonate another person or organisation;
- Present a risk to the safety or wellbeing of the school community.

The school's follower list may be periodically reviewed.

STAFF RESPONSIBILITIES

Staff using school social media accounts must:

- Follow Department of Education policies and procedures;
- Protect student privacy;
- Maintain professional boundaries;
- Ensure content reflects the values of the school;
- Obtain appropriate approvals before publishing content where required.

Staff must not:

- Communicate with students through personal social media accounts;
- "Friend", follow or connect with current students through personal accounts;
- Share confidential information;
- Use school social media accounts for personal purposes.

PARENT AND CARER RESPONSIBILITIES

Parents and carers are encouraged to engage positively with school social media. Concerns regarding school matters should be directed to the Principal through established communication channels.

Parents and carers should:

- Model respectful online behaviour;
- Support student online safety;
- Raise concerns directly with the school rather than through social media;
- Respect the privacy of students, staff and families.

Parents and carers must not:

- Use social media to make complaints about individual staff members, students or families;
- Share confidential information;
- Publish images of students in a manner that breaches privacy expectations;
- Spread rumours or unverified information about the school community.

ARTIFICIAL INTELLIGENCE (AI) AND DIGITAL CONTENT

School-managed social media accounts must not publish AI-generated images, video or content that falsely represents students, staff or school activities.

Any use of AI-generated content must be clearly appropriate, ethical and consistent with Department of Education requirements.

SECURITY AND ACCESS

Access to school social media accounts will be limited to authorised staff approved by the Principal.

Account administrators will:

- Use secure passwords and authentication measures;
- Regularly review account security settings;
- Monitor followers and interactions;
- Ensure appropriate record keeping where required.

Administrator access will be reviewed annually.

REPORTING CONCERNS

Concerns regarding school social media accounts should be directed to the Principal.

Where appropriate, concerns may be referred to:

- School leadership;
- School Council;
- The Department of Education;
- The eSafety Commissioner;
- Victoria Police or other relevant authorities.

RELATED POLICIES

This policy should be read in conjunction with:

- Child Safety and Wellbeing Policy
- Photographing, Filming and Recording Students Policy
- Digital Learning Policy
- Parent Complaints Policy
- Student Wellbeing and Engagement Policy
- Staff Code of Conduct
- Department of Education Social Media Guidance