



## SOCIAL MEDIA POLICY



### Help for non-English speakers

If you need help to understand this policy, please contact office on (03) 9729 5439 or <https://heathmonteastps.vic.edu.au/>

### PURPOSE

The purpose of this policy is to outline the expected behaviours for Heathmont East Primary School staff, students and parents when engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Twitter, Blogs, and other online tools through which people connect and share information.

### SCOPE

All members of the HEPS community are required to understand and meet the obligations and recommended standards of behaviours set out within existing policies and guidelines when using social media tools for personal or professional purposes.

All DET staff should be aware of their responsibilities under the Code of Conduct for Victorian Public Sector Employees (VPS Code of Conduct), which includes Guidance for the Use of Social Media in the Victorian Public Sector. These guidelines also apply to consultants, contractors and volunteers who are establishing and/or administering social media accounts about, for, or on behalf of the DET.

### POLICY

#### Personal use

It is expected HEPS staff, students and parents use Social Media in a respectful and responsible manner. Social Media should not be used to insult, present offensive or inappropriate content. Staff, students and parents will not act in such a way that the image of HEPS is brought into disrepute nor in a way that harms members of the school community.

HEPS expects that all school community members exercise sound judgement and common sense when using social media, whether at work, home or elsewhere.

HEPS community members are required to maintain the values and expectations of HEPS online;

- behaving with respect and courtesy, and without harassment
- protecting the integrity and reputation of HEPS, its students, student parents and staff
- complying with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- protecting *the privacy and security of HEPS, its employees, students, parents, partners and suppliers.*



HEPS recognises that students, parents and staff may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities. However, school community members should recognise the potential for damage to be caused (either directly or indirectly) to individuals, the HEPS community and the DET via use of social media when communicating anything about HEPS. Accordingly, compliance with this policy will ensure that the risk of such damage is minimised.

Where **staff** can be identified through comments or their personal profile, they **must**:

- only disclose and discuss publicly available information
- ensure that all content published is accurate, not misleading and complies with all relevant departmental and Whole of Victorian Government policies
- expressly state on all postings (identifying them as a Victorian Government employee) that the stated views are their own and are not those of the Department or the Victorian Government
- be polite and respectful to all people they interact with
- *remain apolitical and impartial at all times*
- 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 the Department's Online Privacy Statement.

#### Staff must not:

- post material that could 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
- imply that they are authorised to speak as a representative of the DET or the Victorian Government, or give the impression that the views they express are those of the DET or the Victorian Government
- use their DET email address or any DET or Victorian Government logos or insignia
- use the identity or likeness of another employee, contractor or volunteer of the DET
- use or disclose any confidential information obtained in their capacity as an employee/contractor/volunteer of the DET
- make any comment that might otherwise cause damage to the DET's reputation or bring it into disrepute
- use the DET's internet and computer resources to provide comments to journalists, politicians and lobby groups other than in the course of their official duties
- spend excess time during work hours using social media for non-work-related purposes.

#### Reasonable personal use

When staff access social media via the DET's internet and intranet systems, this must be in accordance with the DET's ICT Acceptable Use Policy. This requires staff to use these resources 'reasonably', in a manner that does not interfere with their work and is not excessively accessed.

#### Inappropriate content

If staff notice inappropriate or unlawful content online relating to the DET, or content that may otherwise have been published in breach of these guidelines, they should report the circumstances via email to [det.social.media@edumail.vic.gov.au](mailto:det.social.media@edumail.vic.gov.au)

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Privacy breaches can also be reported to the DET's Privacy Unit via [privacy@edumail.vic.gov.au](mailto:privacy@edumail.vic.gov.au) or on (03) 8688 7967.

## RELATED POLICIES AND RESOURCES

DET School Policy Guidelines

<https://www.education.vic.gov.au/school/principals/spag/governance/pages/socialmedia.aspx>

DET – Bully Stoppers resource, 'Social Media and Your School'

<https://www.education.vic.gov.au/Documents/about/programs/bullystoppers/parentsocialmediaschoolcommunity.pdf>

## REVIEW CYCLE

This policy is scheduled for review every 3 years.

## POLICY REVIEW AND APPROVAL

Policy last reviewed	October 2022
Consultation	School community via Compass and HEPS newsletter Education sub committee School council
Approved by	Principal
Next scheduled review date	June 2025