



KINGSWAY
CHRISTIAN COLLEGE

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COLLEGE POLICY

SOCIAL MEDIA POLICY

VERSION

1.1

Document and Version Management

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SOCIAL MEDIA POLICY

1. Defining Social Media

Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media may be defined as “a group of Internet-based applications that build on the ideological and technological foundations.....that allow the creation and exchange of user-generated content.”

Social media, therefore, are a group of online media that allow social communication, as a superset beyond more conventional notions of social communication. Anthony Mayfield in his eBook "What is Social Media?" says the new kinds of online media share most of the following characteristics:

Participation: everyone who is interested has the opportunity to contribute and provide feedback on an issue through social media. The line between media and audience is blurred.

Openness: the majority of social media services encourage feedback and contribution allowing users to vote, comment and share information. Any form of barrier prohibiting access and the sharing of content is non-existent. Very little is a secret anymore. The results of sporting events, awards ceremonies, the death of a celebrity or the occurrence of a natural disaster are able to be broadcasted to the whole world within seconds.

Conversation: social media are seen as a conversation between two, three or more users whereas traditional media is generally a one-way broadcast.

Community: people who share a common interest (such as a school, sporting team, particular film genre or political view) are able to communicate effectively and instantaneously as soon as something occurs.

Connectedness: most kinds of social media allow for links to other websites, video material, resources and people, creating a web of connectivity between users and content.

There are various forms of social media and there are always new forms of social media being developed. Currently, the main forms of social media include, but are not limited to:

- **Social networking sites:** Facebook, Instagram, MySpace, Google+, Foursquare, LinkedIn, Bebo and Friendster;
- **Video and photo sharing websites:** Content Communities such as Snapchat, Flickr, wessabe and YouTube;
- **Micro-blogging sites:** Twitter, Posterous, Dailybooth;
- **Blogs:** including corporate blogs and personal blogs or blogs hosted by traditional media publications;
- **Podcasts:** including corporate podcasts and personal podcasts;
- **Forums and discussion boards:** e.g. local discussion boards, Whirlpool, Yahoo! Groups or Google Groups;

- **Virtual game worlds:** e.g. World of Warcraft;
- **Virtual Social Worlds:** e.g. Second Life;
- **Online encyclopaedias:** e.g. Wikis such as Wikipedia, Geo-wiki, GeoNames and Sidewiki; and
- Any other websites that allow individual users or companies to use simple publishing tools, (together called **Social Media**).

2. Relevant Legislation

The laws that apply in the 'real world' also apply in cyberspace.

Acts and Regulations that may be associated with the use of social media may include but are not exclusive to:

- Criminal Code Amendment (Cyber Predators) Act 2006
- Copyright Act, 1968
- Copyright Amendment (Digital Agenda) Act 2000
- Copyright Amendment (Moral Rights) Act 2000
- Fair Work Act 2009
- Privacy Act 1988
- School Education Act 1999
- School Education Regulations 2000
- Teacher Registration Act 2012
- Teacher Registration (General) Regulations 2012
- Telecommunications (Interception and Access) Act 1979
- Telecommunications Act 1997.

3. Guidelines for Kingsway Christian College employees

Employees:

- Need to read, understand and comply with the College's Internet and Email Usage Policy and Guidelines and the Social Media Policy and Guidelines
- Need to clearly understand and agree that the College has the right to and may monitor staff use of the internet, email and social media at any time
- Should declare their purpose and their position as a representative of the school, using an official staff account. Depending on how close the relationship is to the topic being discussed the employee may wish to provide a graduated level of identification
- Should not comment in depth on the activities of another sub-school or division of the College apart from providing factual information that is on the public record, unless employees have authority to do so
- Must avoid any statement that might bring the College into disrepute
- Must not commit the College to any action or initiative without appropriate authority
- Must not disclose official information unless authorised to do so or unless it is already in the public domain

- Should be aware of laws covering libel, defamation, privacy and the protection of intellectual property
- Must ensure all activities are in line with all other relevant school policies
- Must be apolitical, impartial and professional and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups
- Must protect personal information entrusted to the school from distribution into the public domain as outlined by the Notifiable Data Breach scheme (2018)
- Must have approval from the relevant line manager to use social media in an official capacity
- Should take note of any copyright/Creative Commons and Intellectual Property notices attached to content they wish to use/repurpose. Additionally, employees should cite or otherwise acknowledge content sources when they are known.

4. Inappropriate use of social media

Inappropriate use, includes include, but would not be limited to:

- Conducting private business during working hours.
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content.
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose).
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Accessing, downloading or transmitting any material deemed to be illegal under WA or Australian Commonwealth law.
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.
- Compromising the privacy of any person.
- Using services for personal political purposes.
- Using services for industrial campaigns (apart from messages sent by officials of unions and professional associations for informational or consultative purposes).
- Attempting to gain unauthorised access to the computing resources of other organisations.
- Disrupting the integrity of the school's data or information services.

5. Guidelines for Kingsway Christian College Students

Students are not permitted to use social media, and any contravention will be handled within the College's Discipline and Bullying policies. All students in Years 5 to 12 who have a device with 3G/4G capabilities are required to have Family Zone installed. Failure to have Family Zone installed can result in consequences as set out in the College Discipline Policy.