

Social Media Policy for Parents, Caregivers and the QASMT Community

Inspiring Great Minds



Queensland Academy
for Science Mathematics
and Technology





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1.0 PURPOSE

QASMT realises that contemporary life requires adapting to ever changing methods of communication. The Academy has policies for appropriate use of social media by staff and students as well as for parents, caregivers and the QASMT community.

As part of the QASMT community, we all have a responsibility to engage appropriately with all social media that is linked to our school. To this end, the school has developed the following policy to provide direction for parents, caregivers and the QASMT community when participating in social media activities associated with the school. These include, but are not limited to, Facebook Year level pages, the the school's Facebook and Instagram platforms, emails or any other social media platform/s used by parents, caregivers and the QASMT community in connection with the school either directly, or indirectly, in circumstances where the school, parent, staff member and/or student of the school is identifiable. The school does not endorse parent or student initiated Facebook sites the only endorsed social media sites are the official QASMT Instagram and Facebook (Meta) platforms.

The purpose of QASMT using social media is to:

- provide up to date information that is useful for parents and caregivers about current and upcoming events
- share and communicate stories, current events, news and achievements with the community
- engage with community members, potential members and other stakeholders providing useful information and resources
- enhance communications with community members and others, building positive and strong relationships.

QASMT encourages parents, carers and the QASMT community to set and maintain high ethical standards in their use of social networking. Be respectful of the opinions of others. Posts and comments should help build and support the school community.

The online behaviour of parents, carers and the QASMT community should reflect the same standards of honesty, respect and consideration that would be used in face-to-face interactions and be in accordance with the Qld Department of Education's Human Rights commitment for "a stronger, fairer Queensland by respecting, protecting and promoting human rights in everything we do" (Qld Government, 2021).

Online behaviour should not be abusive or defamatory.

2.0 GUIDELINES

Terms of Use of the relevant social media platforms/website must be adhered to:

- Confidential information must not be used or disclosed, nor must material that is 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 be posted or responded to.
- Child protection protocols must always be observed.
- Under no circumstances should disrespectful, offensive or defamatory comments be made about

staff, students, parents or the school in general.

- Parents are requested not to comment upon nor forward unsupported information, e.g. rumours concerning the school, or comment or post material that might otherwise cause damage to the school's or a staff member's reputation.
- Any comments expressed via social networking pages may be broadcast to the world. Even with the strictest privacy settings comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared in a more public domain.
- Sensitive school matters should never be discussed with others using Facebook, blogs or any social media outlets (any online platform).
- The school's Discrimination Harassment and Victimisation policy, the Preventing and Managing Bullying Policy, the Responsible Use of Technology and Social Media apply to activities which are both online and face to face.
- Permission should be sought from the subject before posting photographs and/or videos. This is especially the case where photographs and/or videos include parents of students and/or staff members of the school. No photographs of students of the school (with the exception of a parent's own children and where approved by the relevant parent) are to be posted.
- Use of the school logo or image is not permitted without prior permission. If you wish to promote a specific QASMT activity or event, you must contact the Principal or Deputy Principal for permission or provide a link to the official QASMT Facebook page or Website.
- If you come across remarks about the school and/or its operations online that you believe are important, you are encouraged to pass screenshots of those posts to the Principal or leadership team.

3.0 BREACH OF THIS POLICY

All adults should be aware of the changes to the powers of the Online Safety Act from January 2022 and the new Adult Cyber Abuse Scheme and defamation covered by the Defamation Act 2005.

Non-compliance with this policy may constitute a breach to child protection, civil or criminal law, discrimination, defamation or some other contravention of the law. It is important to note that reports of cyber bullying and other technology abuse may result in a notification to the police or other relevant authority, where the school is legally obliged to do so.

The school will always try to deal with concerns raised by parents in a professional and appropriate manner and understands that parents may not always realise when they have used social networking sites inappropriately. Therefore, as a first step, the Academy will usually discuss the matter with the parent to try and resolve the matter and to ask that the relevant information be removed from the social networking site in question. If the parent refuses to do this and continues to use social networking sites in a manner the Academy considers inappropriate, the school will take further action.

4.0 DEFINITIONS

Social media comprises websites and applications that enable users to create and share content or to participate in social networking and enables anyone (even private individuals) to publish or access information. Social Media may include (although is not limited to):

- Social networking sites, e.g. Facebook (Meta), Instagram, Yammer
- Video and photo sharing websites, e.g. YouTube, Flickr, Vimeo
- Blogs, including corporate blogs and personal blogs
- Blogs hosted by media outlets, e.g. 'comments' or 'your say' features
- Micro-blogging ,e.g. X (Twitter)
- Wikis and online collaborations, e.g. Wikipedia
- Forums discussion boards and groups, e.g. Google groups, Whirlpool, Reddit
- VOD and podcasting
- Online multiplayer gaming platforms, e.g. World of Warcraft, Second life
- Electronic messaging including email, SMS and Discord
- Geo-spatial tagging, e.g. Foursquare.

5.0 APPENDIX

Additional detail can be found by accessing the following legislation, policies and guidelines:

- <https://education.qld.gov.au/parents-and-carers/community-engagement>
- <https://www.qld.gov.au/law/your-rights/workplace-rights/workplace-bullying>
- <https://qasmt.eq.edu.au/SupportAndResources/FormsAndDocuments/Documents/Policies/preventing-and-managing-bullying-policy.pdf>
- <https://qasmt.eq.edu.au/SupportAndResources/FormsAndDocuments/Documents/Policies/appropriate-use-of-social-media-policy.pdf>
- <https://qasmt.eq.edu.au/SupportAndResources/FormsAndDocuments/Documents/Policies/discrimination-harrassment-and-victimisation-policy.pdf>
- <https://qasmt.eq.edu.au/SupportAndResources/FormsAndDocuments/Documents/Policies/responsible-use-of-mobile-phones-and-other-devices-policy.pdf>
- <https://www.esafety.gov.au/about-us/blog/difference-between-serious-online-abuse-and-defamation>
- <https://www.esafety.gov.au/>
- <https://www.legislation.qld.gov.au/view/html/inforce/current/act-2005-055>
- <https://intranet.qed.qld.gov.au/Services/HumanResources/payrollhr/healthwellbeing/ovaprevention/Pages/default.aspx>