

# Social Media and Website Policy



Reviewed October 2016

Next Review October 2017

## **Policy**

Moerlina will maintain a website and social media presence for the purpose of:

- Promoting the school to attract student enrolments and to raise the school's profile;
- Relating the atmosphere and dynamics of our school;
- Distributing information;
- Promoting events; and
- Extending classroom learning and educational awareness to families at the school.

The target audience for these media is:

- Existing families and students at the school;
- Alumni and extended families; and
- The wider community.

We will use photographs of individual people and other material in accordance with our Collection of Data Authority policy. For specific events and promotional activities where photographs of individual students will be displayed prominently, permission on an event/activity basis will be sought using the Permission to use Student Images form. Consent to use a photograph may be removed by the person the photo is of or their parent/legal guardian by advising the School Registrar in writing.

We will control the content of material posted on our website and Facebook page so that it presents the School and School Community in a positive light and is consistent with the purpose of the medium.

## **Background**

A website is "a location connected to the internet that maintains one or more web pages" (Oxford Dictionaries 2013). Social media is much more dynamic. Social media is "websites and applications that enable users to create and share content or to participate in social networking" (Oxford Dictionaries 2013). Social media applications include Facebook, Twitter, You Tube, Wikipedia, blogs and forums.

Social media differs somewhat from newsletters and other forms of communication, advertising and marketing material currently used by Moerlina in:

- The nature of the medium (on-line and interactive);
- Frequency and immediacy;
- Potential reach; and
- Potential uncertainty within the community about negative aspects of social media.

Social media is also a new and evolving field. There is a range of social media types and the level of activity and potential implications for the school can vary greatly between mediums and even between individual posts on a forum.

Material on social media and websites can be made publically available or access restricted to specific groups. Access restrictions and the target audience are important contributors to how social media, in particular, is managed by the School.

## **Operating Procedures for Individual Media**

The media currently actively maintained by the School are:

- The website <http://www.moerlina.wa.edu.au>;
- The Facebook page <http://www.facebook.com/Moerlina.School>;
- The Facebook alumni page <http://www.facebook.com/groups/moerlinaAlumni/>; and
- The blog: <http://moerlinayear34.blogspot.com.au>.

The School may also make entries on internet forums, websites and directories from time to time.

## **Website**

The intent of the Moerlina website is to post material about the school that is of longer-term interest and to generally promote the School.

The website plays an important role in supporting activity from Facebook conversations, events and other marketing. Prospective families and other people interested in Moerlina will often check the website after learning about us somewhere else. The website acts as a virtual shop front, provides legitimacy and is a place people can access more detailed information. Statistics tracking for the website indicates that the About Us page is an important first point of call for visitors to the website.

## **Administrators**

Administrators for the website shall be nominated members of the marketing committee and the website development team.

## **Security guidelines**

Material on the website can only be edited by the School's administrators.

The website is accessible to the general public.

## **Content guidelines**

Council shall approve the general intent and nature of material posted on the School's website.

The type of material currently approved for posting is:

- Address and contact details of the School;
- Information about the schools strategy and philosophy;
- News and downloadable information (including editions of Just So You Know, Council News and term planners); and
- Other background or promotional material.

We will not post commercial advertising material for other organisations on our website unless it is part of a promotion package approved by Council.

Material posted shall comply with our Privacy Policy and copyright regulations.

Material posted shall generally be consistent with the School's operational purpose and philosophy.

## **Facebook**

The intent of Moerlina's Facebook page is chiefly to promote:

- The school generally;
- Specific events or campaigns; and
- The atmosphere and dynamics of our school.

The page can be used to target:

- The general public; or
- Specific groups (such as Alumni).

Facebook's philosophy is very much about engaging in conversations and sharing within a community. For the Moerlina Facebook, this can mean engaging our families and the wider community around a particular issue or campaign. These can be used for a specific purpose (e.g. raising votes for a competition or grant), to promote a specific aspect of the school's philosophy (e.g. promoting a sustainability related event) or to

communicate directly with a specific group (such as Alumni). Regardless of the intent, all activity has the effect of raising the school's profile and presence with the target audience and generally if the page is public.

Accordingly material posted is generally of a short-term interest, related to a topic of conversation or for promoting a specific event, etc. This is a point of difference to the website.

### **Administrators**

We will control who has administrator/posting privileges for our Facebook and website. This will generally be limited to the Principal, Chair of Council, admin staff and marketing committee members. We will maintain a register of administrators.

Wider members of the Moerlina community who are working with social media associated with the school (e.g. in promoting a targeted campaign) need to be made aware of and comply with this social media policy.

### **Security guidelines**

It is important that the School maintains control over the nature and content of posts on the School Facebook page. Negative, defamatory, bullying or illegal comments or material can damage the School's reputation, impact on the wellbeing of staff, families or students and/or expose the School to liability.

To this end, the Facebook page is set up so that:

- Only administrators can start a thread;
- Members of a page can add comments to a post;
- Administrators can modify or delete posts if required;
- Access to individual pages can be restricted; and
- Tagging is disabled.

The following conditions of use and characteristics of Facebook should be kept in mind when posting or managing our pages.

Under the terms of agreement with users, Facebook has the right to modify and/or use material posted on our page. This applies even after we close our Facebook account.

Photos and material posted on a Moerlina Facebook page can be easily linked and copied to other Facebook pages and websites. In this case the School loses the ability to delete or otherwise manage the material.

When photos are tagged (i.e. naming people in the photo) and distributed to other Facebook pages they leave the control of the school's Facebook administration (note that the ability of viewers to tag photos is switched off on the Moerlina page).

### **Content guidelines**

Council shall approve the general intent and nature of material posted on the School's Facebook page.

The type of material currently approved for posting is:

- Material related to promoting school-sponsored events (including invitations, background information on the event and links to web pages);
- Material (including photographs and original text) relating to school activities; and
- Information (including original text and links to web pages) that relates to the purpose of the social media policy.

Material posted shall generally be consistent with the School's operational purpose and philosophy.

We will not post commercial advertising material for other organisations on our Facebook or webpage or on other Facebook/websites associated with the school unless it is part of a promotion package approved by Council. Advertisements posted on the Moerlina Facebook page will be deleted if they are not relevant to the general topic of conversation, inappropriate or not in the general interest of the school.

Administrators need to monitor closely material and comments posted on Facebook.

With the Moerlina School Facebook page only the page administrators can start a conversation thread but any member of the public can respond. We will monitor comments on the Facebook page and delete or modify a post that is considered to be negative or defamatory toward the school or breaches our Collection of Data Authority policy or Permission to use Student Images authority. No external comments or posts are permitted on the Moerlina School website.

There is some concern among the school community about privacy and data collection consequences associated with Facebook. This should be kept in mind, particularly when selecting photographs to post and in communications with the school community.

We will not name children in pictures posted on websites or in social media. We will only name adults in pictures on social media if there is a reason to do so. We will not allow tagging of photos by viewers.

We will not generally post material that advertises publically future locations of children.

We will respect copyright when posting material on our media. It is the responsibility of the person posting the material to be aware of and comply with copyright and consent obligations.

Permission from the Post to load copies of Post articles about Moerlina was received on 24 October 2013. The Facebook post should include reference to the source as The Post, issue date and page number.

We will maintain a register of requests for photographs of people to not be used with social media.

### **Instagram**

The intent of Moerlina's Instagram is chiefly to promote:

- The school generally; and
- The atmosphere and dynamics of our school.

The site will be used to:

- Target a broader range of the general public than Facebook; and
- Provide another source of communication with existing families and alumni.

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. For Moerlina School, Instagram will not only provide another source of communication to existing families, but will also provide a platform that will enable connection with a much wider general population, raising the profile and presence of the school.

Material posted will capture aspects of our school through carefully selected images that reflect our space, values, philosophy and community. These images will be managed within an agreed framework.

## **Administrators**

We will control who has administrator/posting privileges for all social media. This will generally be limited to the Principal, Chair of Council, admin staff and marketing committee members. We will maintain a register of administrators.

Wider members of the Moerlina community who are working with social media associated with the school (e.g. in promoting a targeted campaign) need to be made aware of and comply with this social media policy.

## **Security guidelines**

It is important that the School maintains control over the nature and content of posts on the School Instagram. Negative, defamatory, bullying or illegal comments or material can damage the School's reputation, impact on the wellbeing of staff, families or students and/or expose the School to liability.

To this end, Instagram is set up so that:

- Only administrators can upload a post;
- Only administrators can add comments to a post;
- Administrators can modify or delete posts if required; and
- Only administrators can tag users.

The following conditions of use and characteristics of Instagram should be kept in mind when posting or managing our pages.

Under the terms of agreement with users, Instagram has the right to modify and/or use material posted on our page. This applies even after we close our Instagram account.

Photos and material posted on Moerlina Instagram can be easily linked and copied to other Instagram sites and websites. In this case the School loses the ability to delete or otherwise manage the material.

## **Content guidelines**

Council shall approve the general intent and nature of material posted on the School's Instagram.

The type of material currently approved for posting is:

- Material (including photographs, original text, quotes) relating to the school or school activities; and
- Information (including original text and links to web pages) that relates to the purpose of the social media policy.

Material posted shall generally be consistent with the School's operational purpose and philosophy.

We will not post commercial advertising material for other organisations on our social media pages unless it is part of a promotion package approved by Council. Advertisements posted on the Moerlina Facebook page will be deleted if they are not relevant to the general topic of conversation, inappropriate or not in the general interest of the school.

Administrators need to monitor closely material and comments posted on Instagram.

With the Moerlina School Instagram anyone can post a comment. We will monitor comments on the Instagram site and delete or modify a post that is considered to be negative or defamatory toward the school or breaches our Collection of Data Authority policy or Permission to use Student Images authority.

There is some concern among the school community about privacy and data collection consequences associated with social media. This should be kept in mind, particularly when selecting photographs to post and in communications with the school community.

We will not name children in pictures on social media. We will only name adults in pictures on social media if there is a reason to do so. We will not allow tagging of photos by viewers.

We will not generally post material that advertises publically future locations of children.

We will respect copyright when posting material on our media. It is the responsibility of the person posting the material to be aware of and comply with copyright and consent obligations.

Permission from the Post to load copies of Post articles about Moerlina was received on 24 October 2013. The Instagram post should include reference to the source as The Post, issue date and page number.

We will maintain a register of requests for photographs of people to not be used with social media.

### **Class blogs**

Individual classes may maintain a class blog. We use Blogspot, which is a Google-based program.

The purpose of the blog is to:

- Raise awareness of classroom learning;
- To make connections between school and home;
- To provide tips on how to help your child at home;
- Links to useful online resources (for children and parents);
- To provide an audience for learning tasks (e.g. writing tasks);
- Marketing our educational products to parents (what learning looks like);
- To provide a convenient forum for downloaded content (e.g. downloadable permission slips).

A class blog is not an alternative to the Communications Book.

The blog will generally be made accessible only to families of the class.

### **Administrators**

The administrator for the blog will be the class teacher. Another member of staff or Council will also have administrator rights as a backup.

### **Security Guidelines**

The following security and privacy procedures will be followed:

- Blogs will only be accessible to those who have the direct URL link;
- Blogs will not appear on search engines;
- Comments will be moderated by the blog administrator before it is published online;
- All social networking “share buttons” will be disabled (share on Facebook, Twitter, Pinterest, etc.);
- Photos/images of students will be removed at parent’s request;
- Full names will not be used; and
- Families will be requested to be cautious about sharing the link.

The terms of use for Blogspot/Google are similar to Facebook.

## **Content**

Material relevant to the purpose of the blog will be posted, including:

- Photos of children and class activities;
- Descriptions of class activities;
- Educational material; and
- Class related material for download.

## **Other social media**

There are a wide range of other social media that is in use generally. These are generally outside of the School's control and will not generally be used by the School. Activity on these blogs can nevertheless impact on the School or School community.

It is recognised that some comments in social media from members of the school community or the public may be negative toward the School or otherwise inappropriate. Our policy with regard to these comments on media not controlled by the School is generally to ignore it. Care must be taken to not promote a post with increased activity, get into a slanging match or escalate the perceived importance of the post so that it gets attention elsewhere.

Posts that breach the site's policy or are defamatory or illegal should be reported to the site administrator.

With Google search, it may be appropriate to distract/make move down the search list with other postings/links.

We will not post commercial advertising material for other organisations on other Facebook/websites associated with the school unless it is part of a promotion package approved by Council.

## **References**

Oxford Dictionaries (2013). <http://oxforddictionaries.com/>.