



Warracknabeal Secondary College

Use of Social Media to Support Student Learning Policy

Child Safety statement: Warracknabeal Secondary College is committed to child safety (Ministerial Order No. 870) and takes all reasonable steps to ensure that the safety of our students is paramount.

Purpose

Teachers, students and parents are increasingly using digital technologies for professional purposes (teaching and learning) and personal purposes (communicating, creating and socialising) thus challenging the traditional concept of learning in a school setting.

Department employees in schools who are interested in using social media tools to engage children and young people must have a clear educational context to support the teaching and learning.

This policy outlines the requirements for the use of social media by school-based staff to support student learning. It does not cover:

- personal use of social media by school-based staff, excepting when a student initiates contact with a staff member on the staff member's personal social media account(s), or
- professional use of social media by schools for communication/promotional purposes.

Definitions

Social media refers to websites and applications that enable users to create and share content or to participate in social networking.

Social media may include:

- social networking sites (for example, Facebook, LinkedIn)
- video and photo sharing websites (for example, Flickr, Youtube)
- blogs, including corporate blogs and personal blogs (for example, WordPress, EduBlogs)
- micro-blogging (for example, Twitter)
- forums, discussion boards and groups (for example, Whirlpool)
- wikis (for example, PBWorks, WordPress)
- instant messaging (for example, Whatsapp)

Social media functions may be included as part of a larger learning platform (for example, G Suite for Education, Microsoft 365).

Detailed and appropriate educational purpose

Social media may be used by staff to support student learning if there is an appropriate educational purpose. This means it -

- is directly related to achieving the learning outcomes defined in Victorian curriculum frameworks, and
- offers benefits for student learning that may not be able to be met in face-to-face contexts or through the use of other technologies
- must be planned, be reflected in school-based curriculum documents
- must be approved by the school principal or their nominee(s). (for example, a learning area/level plan, a unit of work/learning sequence) Any new digital technology must be approved and be subject to a Privacy Impact Assessment.

Professional Conduct

Staff use of social media to support student learning must be consistent with the professional conduct, personal conduct and professional competence expected of a teacher by their colleagues and the community. Staff will also agree to use the protocols on the use of social media. Refer to the relevant codes of conducts, or local school or Department policies, including Part 11 of Ministerial Order 1038 (Conduct and Duties), the Code of Conduct for Victorian Public Sector Employees, the school's Child Safety Code of Conduct and, for teachers, the Victorian Teaching Profession Code of Conduct.

Compliance with Department policies and relevant legislation

Social media use must in all cases comply with relevant legislation and Department policies, including in relation to staff conduct, privacy, copyright, information security and child safety.

- Staff must ensure that material sourced and content created adheres to intellectual property and copyright legislation
- The school must ensure that only necessary information is collected and information on the platform is secure and managed.
- The school must manage the privacy risks of digital platforms through the Privacy Impact Assessment process.

Any social media student activity visible to the public must not proceed without consent. This extends to sharing with parents.

- ensuring that there is parent/carer notification or consent to their child's use of social media, and that social media use is age-appropriate (for example, platforms/applications that are rated 13+ are not used with primary-school-aged children);
- ensuring that material sourced or created by staff that includes non-original or third-party content copied under licences or exceptions that apply to education institutions are not visible to the public.

DET software for school program

DET approved software that meets policy guidelines is available for use by school. Where possible, public social media platforms should be avoided unless there is a specific educational need, and approval is sought from the Principal, or their nominee.

Account set-up

- Where possible, social media accounts that support student learning must use Department/school credentialing (for example, Department/school email address), rather than personal credentialing (for example, home email address).
- Note that some social media platforms/applications only allow users to have one personal account (i.e. there is no mechanism for staff or students to use Department/school credentialing). Staff should avoid using such platforms/applications if an alternative platform/application can be used in its place that allows users to create a social media account with Department/school credentialing.

Followers and friends

Staff must not:

- 'friend' or accept a 'friend' request from a current student on/using a personal social media account
- 'follow' a student on/using a personal social media account

The only exception, unless it is objectively appropriate, for example where the student is also a family member of the staff member.

The principal is responsible for determining what is objectively appropriate in such circumstances, but may seek advice from Employee Conduct Branch.

If a staff member becomes aware that a student at the school is 'following' them on a personal social media account (where 'following' an account does not require permission from the account holder), the staff member must ask the student to 'unfollow' them, and notify the school and/or parent/carer if the student does not do so.

In supporting student learning, staff should avoid using public social media platforms/applications (for example, Facebook, Instagram, Tik Tok), unless there is a specific educational need for the use of an online public forum.

Account administration

- Where the platform/application allows it, at least 2 staff members should have administrative rights to any social media page or group.

- Each administrator should have their own login to the platform. Where the platform does not allow multiple individual administrators, and a shared administrative login is required, the password must be changed when an administrator leaves the role and/or platform/application.
- The shared role allows discussion, collaboration and the development of shared understandings about the detailed management of the platform/s, and supports smoother succession planning and implementation
- If a staff member leaves the school (e.g. moves to another school or leaves the profession), administrative rights to the account must be removed for that staff member or the account deleted. See eduPass — Identity and Access Management in Schools for further information.

Parent/carer notification and/or consent for student use of social media

- Any student social media activity not visible to the public requires parents/carers to be notified and given an opportunity to 'opt out' of the proposed social media use.
- Any student social media activity visible to the public must not proceed without consent. This extends to sharing with parents.

Protocols - Use of social media by students

Protocols for use of social media:

- must be defined when a platform/application is used for the first time with students
- should be developed with input from students (this acknowledges that students have unique perspectives on learning, teaching and schooling, and should have the opportunity to actively shape their own experience.
- should be communicated on a regular basis across the period that a platform/application is used
- should be explicit about what type of behaviour is not acceptable and what actions will be taken if the rules are broken. Such protocols are usually articulated in a school's:
 - Acceptable Use Agreements for the use of digital technologies
 - Student Engagement and Wellbeing Policy
- should be explicitly modelled, encouraged and scaffolded by staff
- interactions between students on social media must be actively and regularly monitored and the platform/application closed when not in use.

Protocols - Use of social media by parents/carers

Under some circumstances, it may be appropriate to invite parents/carers to view/comment on social media content (for example, a class blog) created to support student learning. In such circumstances, security and privacy controls must be put in place to ensure compliance with relevant legislation and Department policies. In particular, staff must ensure that parent/carer involvement with their child's learning does not provide them with opportunities to connect/engage with other people's children on social media platforms/applications used by the school.

Protocols for parent involvement with social media:

- must be defined and communicated when a platform/application is used for the first time with parents
- should be communicated on a regular basis across the period that a platform/application is used
- should be explicit about what type of behaviour is not acceptable and what actions will be taken if the rules are broken
- Parent/carers should have the opportunity to provide input into the development of parent/carers social media protocols.

Related Policies and Resources

Digital Technologies and Acceptable Use (WSC Policy)

Student Wellbeing and Engagement (WSC Policy)

Child Safe Code of Conduct (WSC Policy)

Child Safe Standards Policy

Victorian Teaching Profession Code of Conduct

Bullying Prevention and Response

Cybersafety and Responsible Use of Digital Technologies

See Appendix A - Protocols for Use of Social Media.

Evaluation: This policy will be reviewed every 2 years.

Ratified by School Council

Date: October 2020

Signed

Principal:

Handwritten signature of Terese Allen in blue ink on a white rectangular background.

School Council President:












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APPENDIX A – Protocols for use of social media

Social Media Protocols for *Staff*













Ensure that you have school leadership permission to create a social media space for teaching and learning and its planned use is included in your curriculum planning documents. These platforms are an extension of our school. The same standards and expectations of behaviour and conduct we have at school also apply when teaching and learning online.

When creating and using our social media platforms:

	<p>Follow the Victorian Teaching Profession Code of Conduct. Know and model the school community philosophy and value statements outlined on the Warracknabeal Secondary College website in all communications.</p>		<p>Always log out of shared devices when you are no longer participating in your social media learning spaces.</p>
	<p>Provide clear and explicit instructions for learning in the space. Students must know and understand what they are expected to do and how they are expected to work.</p>		<p>Build trusting relationships with the school community through your online communications. Deal with concerns and grievances offline and follow school policy.</p>
	<p>Set privacy settings for the online space to <i>private</i>, <i>secret</i> or its equivalent. Keep your password secure and do not share with anyone else.</p>		<p>Model active engagement in your social media spaces through regular updates, comments and brief, constructive feedback. Model positive, inclusive and respectful communications.</p>
	<p>Don't film, record or share content from or links to your private learning spaces on publicly viewable sites.</p>		<p>Ensure that images of students and/or named (tagged) students in photographs have written parental consent for the use of their child's image.</p>
	<p>Actively moderate and respond to posts containing personal information. Ensure your social media spaces are for learning and users keep this kind of information private.</p>		<p>Regularly revisit and remind users of the protocols. Remove inappropriate posts and follow school policy for behavioural consequences.</p>
	<p>Explicitly model correct attribution for all content used. Adhere to laws around copyright and intellectual property and only use content you are allowed to use.</p>		<p>Shut down, remove members or temporarily disable social media accounts when not in use. For example: school holidays, if ongoing moderation is not possible.</p>
	<p>Follow the terms and conditions outlined on the social media platform and report breaches or request content removal using the platform's step by step process.</p>		












Social Media Protocols for *Students*

The social media platforms and applications used at our school are an extension of the school. The same standards and expectations of behaviour and conduct we have at school therefore also apply when we are learning online.

When using our social media platforms:			
	Follow our Student Code of Behaviour and the expectations outlined in the Warracknabeal Secondary College Acceptable Use Agreement.		Always log out of shared devices when you are no longer participating in our social media learning spaces.
	Demonstrate our school values and be respectful to other participants. Keep your tone positive and inclusive.		Engage fully in the learning opportunities designed for/with you -- this means committing to active collaboration and participation.
	Keep your password secure, to ensure your safety and security and that of our class. Set privacy settings to <i>private, secret</i> or equivalent.		Support the learning of peers by commenting, asking questions and providing constructive feedback online when asked.
	Don't film, record or share content from or links to our private learning spaces on publicly viewable sites.		When engaging online, take regular breaks from the screen and do some stretches, go for a walk or switch to an offline task.
	Our social media learning spaces are not for sharing personal information -- keep this kind of information to yourself/private.		Remind others of our protocols, school values and Student Code of Behaviour, if their contributions are inappropriate. Call it out, don't condone it!
	Make sure you only use content you are allowed to use. This means adhering to laws around copyright and intellectual property. Always check and attribute your sources.		Make sure you only post images of students and/or name (tag) students in pictures when you know their parents have provided written consent for the use of their child's image.

Social Media Protocols for *Parents/Carers*

It is the responsibility of our whole school community to assist our students in becoming responsible digital citizens. Our social media platforms are an extension of our school. The same standards and expectations of behaviour and conduct we have in our school community also apply when online.

<i>When using our social media platforms:</i>			
	Know and model the school community philosophy and value statements outlined on the Warracknabeal Secondary College website in all online communications.		Always log out of shared devices when you are no longer participating in our social media learning spaces.
	Build trusting relationships with the school through your online communications and celebrations of your child's achievements.		Only share photos of your own child. Make sure you do not identify other children in your posts or by tagging them in photos/images.
	Keep your password to our social media sites private and do not share with others. This ensures your safety and security and that of our students and teachers.		Share your enthusiasm for learning. Be engaged in our social media spaces by commenting and providing brief, constructive feedback. Keep your tone positive, inclusive and respectful.
	Don't film, record or share content from or links to our private learning spaces on publicly viewable sites.		Make any grievances or raise concerns directly with the appropriate member of staff. Inappropriate posts will be removed by the social media administrators and users may be blocked.
	Our social media learning spaces are not for sharing personal information -- keep this kind of information to yourself/private.		Remind others of our protocols, school values and School Philosophy, if their contributions are inappropriate. Call it out, don't condone it!
	Make sure you only use content you are allowed to use. This means adhering to laws around copyright and intellectual property. Always check and attribute your sources.		