

Sawyers Bay School – Board of Trustees

Social Media Policy



Purpose

This policy provides guidance for employee use of social media. Social Media means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Some examples of social media sites and applications include Facebook, YouTube, Twitter, and Instagram, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Policy overview

This policy applies to all employees, training teachers, students and anyone else who works at Sawyers Bay School.

This policy is intended to protect the security and integrity of Sawyers Bay School's reputation, its data and technology infrastructure.

Employees must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.

Through our actions, at SBS we will:

- Uphold the law and SBS policies relevant to our electronic communications, systems, information, data and equipment
- Act professionally, courteously and with integrity in using our systems and equipment
- Use any social media and our communication channels and systems to keep one another, our members and our community informed openly and effectively.
- Ensure any Social Media site set up to represent Sawyers Bay School will require Board of Trustees approval first.

Responsibilities

Management

Under this policy School Management is responsible for:

- Protecting Sawyers Bay School's reputation and public brand, systems, information and data
- Assisting to uphold the law, this policy and related SBS policies
- Briefing employees on this policy and helping them to understand it

Employees

Under this policy all employees are responsible for:

- Protecting Sawyers Bay School's reputation and public brand, systems, information and data

- Upholding the law, this policy and related SBS policies
- Managing their electronic communications, systems, information and data
- The security and protection of Sawyers Bay School’s systems, information, data and equipment

Social Media Use Guiding Principles

The following principles apply to both professional and personal use of social media on behalf of SBS.

1. Awareness that what you say is permanent
2. Respect and humility in all communication
3. Your actions reflect those of Sawyers Bay School
4. Employees are not to portray themselves as a spokesperson for SBS. Realise that people may likely form an opinion about the SBS based on the behaviour of its personnel
5. When posting about the SBS, do so in a professional manner and always consider how the post may reflect on the school; this is particularly relevant where the subject matter is controversial
6. Confidential or proprietary information of or about SBS, its staff (including former staff), community members, and students; which was acquired in the course of their employment at SBS will not be posted or shared in any social media forum
7. Good judgment in sharing only public information
8. If in doubt, ask the management team before posting or sharing any information.

Breach of policy

Breaches of this policy will be managed on a case by case basis in terms of our Code of Conduct.

Effectiveness Review

1. This policy will be reviewed annually in accordance with the Board’s self-review timetable.
2. The review process will include opportunity for involvement by interested parents/caregivers and staff, in addition to Board members.

Previously developed survey formats may be used as part of this review.
3. Review results will be formally noted in Board meeting minutes, and available to the school community.

Annual Review & Confirmation process completed:

Signed.....

Date