



Social Media Policy

PURPOSE OF THE POLICY

The purpose of this Policy is to inform and guide the way Rockhampton Girls Grammar School and its staff interact via social media. This policy has been developed to protect the School's students, staff, assets and reputation through clear protocols for use of social media in official and personal capacities.

BACKGROUND

Social media is a component of Rockhampton Girls Grammar School's suite of communication tools. Enabled by the internet, social media provides the capacity to engage, inform, educate and, importantly, interact with the School community and the media. It has the distinct advantage in its capacity to enable relevant, reliable and immediate interaction, at any time and location.

SCOPE

This policy applies to all employees and students of Rockhampton Girls Grammar School and should be read in conjunction with other policies related to behaviour, professional conduct and responsibilities, and use of information and communication technologies. These include policies issued by external bodies such as the Queensland College of Teachers.

DEFINITION

Social media is the production, consumption and exchange of information through online social interactions and platforms. It encompasses, but is not limited to popular platforms such as Facebook, Instagram, Twitter and YouTube and also includes blogs, forums, wikis, photo galleries and videos.

POLICY

Employees of Rockhampton Girls Grammar School are expected to maintain the same high standards of conduct and behaviour online as would be expected in a physical work environment. This includes:

- being impartial and professional
- behaving with respect and courtesy, and without harassment
- dealing appropriately with information, recognising that some information needs to remain confidential
- being sensitive to the diversity of colleagues, peers, students and the community
- taking reasonable steps to avoid conflicts of interest or perceptions thereof
- upholding Rockhampton Girls Grammar School's values
- protecting the integrity and reputation of Rockhampton Girls Grammar School, its students, parents and staff
- complying with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- protecting the privacy and security of Rockhampton Girls Grammar School, its employees, students, parents, partners and suppliers.

All official communication via social media must be authorised.

Only authorised employees may create social media identities, profiles or accounts that use the Rockhampton Girls Grammar School name, crest or brand, or are designed to represent the School in any way.

Only authorised employees may officially represent Rockhampton Girls Grammar School, and only in authorised social media platforms, as outlined in this policy.

Rockhampton Girls Grammar School has approved the use of Facebook, Twitter, YouTube and WordPress as the School's social media platforms. No other platforms are to be used unless otherwise authorised by the Principal.

Rockhampton Girls Grammar School has approved the position of Enterprise Manager as the School's official representative to use social media. No other employees are to officially represent the School unless otherwise authorised by the Principal.

Rockhampton Girls Grammar School reserves the right to delete official posts or comments that are deemed to be defamatory or offensive.

Authorised employees using social media in an official capacity are given autonomy to represent Rockhampton Girls Grammar School's views in an ongoing conversation with the public, parents and students. However, there are occasions when content must be reviewed by Management. This includes, but is not limited to, content that is:

- politically sensitive
- associated with a project or activity deemed to be high risk
- a response to an individual or group that is deemed to be high risk
- directly quoting another staff member (e.g. a response attributed to the Principal)

Content communicated via social media should be consistent with content conveyed via other formats (e.g. branding, key messages).

Information published via social media is a public record and a corporate record for record-keeping purposes.

Rockhampton Girls Grammar School expects that all employees exercise sound judgement and common sense when using social media, whether at work, home or elsewhere. Employees using social media in a personal capacity must take due care to ensure that any comments, opinions, photographs or contributions made online are their own, as private citizens, and cannot be interpreted as an official statement or position of Rockhampton Girls Grammar School.

POLICY RELEASE DETAILS

Date of Policy	May 2015
Approved by	Board May 2015
Review Date	As required by legislation or changes in ICT technology
Access	Public Availability – RGGGS Website

RELATED POLICIES AND DOCUMENTS

Girls Grammar Privacy Policy	Girls Grammar Anti-bullying Policy
Girls Grammar Behaviour Management Policy	Girls Grammar Assessment & Reporting Policy
Girls Grammar Student/Parent & Staff Handbooks	Girls Grammar Electronic Communications Policy
Girls Grammar Information Security Policy	Girls Grammar ICT Acceptable Use Policy

Board of Trustees of Rockhampton Girls Grammar School *trading as*
Rockhampton Girls Grammar School
CRICOS Provider No: 00508E