



Camperdown College

Social Media Policy & Guidelines

Overview:

These guidelines set out how the school will present information on social media and how parents, students and community members can ensure positive, responsible use of the platform. They describe the rationale for the guidelines, appropriate posts and the methods of monitoring and responding to posts.

Rationale:

This policy and code of conduct has been created to guide the implementation of the Camperdown College social media pages including Facebook and Facebook Alumni platforms. We believe that strong communication can help to build a culture of genuine, two-way engagement with our school community and the purpose of social media is to ensure that, along the platforms of Compass and School Newsletter, they serve the role of strengthening the school community and enhancing the wellbeing and connectedness of all community members.

The policy has been developed to define appropriate terms of use by parents, staff and community members. The Camperdown College social media platforms are a public, promotional and celebratory real-time platform to share:

- Photos and videos of everyday learning opportunities, events, excursions and activities;
- Information about our school community;
- Student, staff and school achievements;
- Updates and reminders of upcoming events;
- Connect Alumni with present day events and provide opportunities to draw on expertise.

Intention:

The intention of this policy is to establish a culture of openness, trust and accountability for school social media activities:

- To ensure that DET and legislative requirements in relation to social media, and in particular our Facebook, are adhered to and that all users and moderators of the Camperdown College social media platforms are aware of these policies and guidelines.
- That all Facebook and Instagram users and moderators are aware of appropriate user guidelines and steps that will be taken to deal with inappropriate use.
- To mitigate the risk of civil or criminal legal action and damage to Camperdown College's reputation.
- To ensure the smooth and successful running of the Camperdown College's Social Media platforms and to promote Camperdown College as a best practice model of technological innovation and wider school community engagement.

Guidelines

This policy is in line with:

- Telecommunications Act 1997
- Facebook Terms and Conditions
- Child Safe Standards
- Victorian Department of Education social media information for schools
- Victorian Government communication requirements
- Victorian Department of Education Acceptable Use Policy for ICT Resources
- Camperdown College Photographing, Filming & Recording Students Policy, including opt out form

- Camperdown College Student Wellbeing and Engagement Policy
- Camperdown College Bullying and Prevention Policy

Implementation:

Camperdown College Facebook Page 'Administrators' will be school staff, as elected by the Principal and reviewed annually. 'User' describes any person who follows, visits or interacts with the pages.

Consent:

A Photographing, Filming and Recording Students Consent Form will be given to parents/carers on enrolment for the standard use on Camperdown College Social Media. Consent, if given, applies until it is withdrawn or changed. If a parent/carer would like to withdraw or change their consent at any point in time, they must notify the school. Periodically, parents are strongly encouraged to discuss with their children their preferences around their image being posted on our Social Media.

Content published:

The Camperdown College Social Media will be used to inform, promote and celebrate the school community by sharing photos, videos and posts of:

- Student learning activities and extra-curricular activities;
- Student and staff achievements;
- Staff professional development and learning;
- Reminders for upcoming events.

Interacting with Camperdown College's Social Media:

- Users will be able to comment on the school's posts and on comments by other users. Users will be able to 'like' a post or comment.
- Users of the page are asked not to tag or name students in their comments. Tagging of parents or friends within the comment box is permitted.
- Users will not be able to author a post of their own or load media such as photos or videos.
- Users will be able to 'share' posts that include information about events or celebrations, in line with our mutual accountabilities document.
- Administrators may not respond directly to requests or messages on social media.

Tagging or naming student photos:

Photos of students are posted with reference to Camperdown College Photographing, Filming and Recording Policy and the Annual Consent Form and Collection Notice. The use of names in thanking or congratulating individuals helps us to build school pride and so Administrators may use students' full names in posts and may tag students or parents/carers in their posts. Users of the page are asked not to tag or name students in their comments. Tagging of parents or friends within the comment box is permitted with the understanding that all other rules of engagement are followed.

Requests to remove images:

If at any time a parent/carer or students has a concern about the use of a particular image they should contact the school and inform the College Office.

Underage Facebook Users:

Camperdown College does not endorse children under 16 years of age (a threshold imposed by Facebook and Instagram), having their own Facebook account. We encourage children under parental supervision to view our school's social media and contribute to the content. We believe our community's conduct on our social media will serve as role modelling for our students as to how to use social media spaces safely and responsibly.

Process for Complaints about Facebook Misuse:

Members of the school community may report misuses of the school's social media pages, including cyberbullying by contacting the school directly and informing the College Office.

Raising Issues:

Issues involving staff or students must not be raised on the Facebook in line with our mutual accountability document. We will not allow interactions that incite or fuel negative sentiments. Camperdown College wishes to remind students, parents and members of the community to refer to our Complaints Policy for guidelines on how they can raise complaints or concerns about issues arising at our school.

Breach of Conduct:

Camperdown College reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

Moderating Comments:

Camperdown College Social Media Administrators will be school staff, as elected by the Principal and reviewed annually. All posts will be subjected to moderation by Administrators in accordance with these provisions:

The following actions will be promptly removed:

Constant criticism and/or derogatory comments
Swearing
Posting Myths, Rumours, Untruths
Page is hacked
Users tagging or naming students in comments
Posting issues, complaints or negative sentiments
Selling products or promoting commercial, political or other ventures
Spam comments or followers

Disclaimers

- A 'like' or reaction by a school account does not reflect an official school review.
- A 'like' or reaction by a 'follower' of a Camperdown College post does not reflect an endorsement by the school of that user.
- Camperdown College's social media accounts are open for public comment but does not endorse, and is not accountable for, any views expressed by third parties using social media, external content, links and views are those of the original author.
- Please be aware that all websites and social media sites are public spaces on the internet. Most interactions are publicly viewable, can be traced back to their origin and are searchable over time.
- When the community uses social media they are using an external site. Facebook has its own guidelines and legal policies and the community are bound by their terms and conditions of use. Camperdown College encourages everyone to read the information posted on the sites before participating in Facebook.

Communication

This policy will be communicated to our school community in the following ways:

- Available publicly on the Camperdown College website
- Linked on the Camperdown College Facebook Page

POLICY REVIEW AND APPROVAL

Policy last reviewed		March 2025
Consultation		October 2023 School Council meeting; JSC/ SRC 2025 Feb/March School Council meeting
Approved by		Principal and School Council
Next scheduled review date		March 2028