MEDIA POLICY

RATIONALE:
Media provides opportunities to promote school achievements and activities, but must be used in a manner that enhances our school image and does not infringe departmental requirements.

AIMS:
- To use the services of the media (internet, social media and radio, television, newspapers,) to enhance and promote community perceptions of our school, our staff and our students.
- Our school recognises the advantages of promoting its achievements and activities via wider professional media services.

IMPLEMENTATION:
- Our School Improvement Team (SIT) and our nominated Media Liason will coordinate any and all media activities. Staff will seek the approval of the Principal before any contact is made with the media.
- Any approaches by the media to the school or its employees for comment or information must be immediately redirected to the Principal.
- Maintaining professional boundaries when using social media is highly recommended. We encourage all staff when using social media to ensure that appropriate privacy filters are enabled.
- A budget will be allocated for school promotion and advertising.
- As a matter of professional courtesy, and as a requirement of Section 3.6 of the Teaching Services (Conduct of Duties) Order 1998 staff will communicate with the Principal before making public comment or formal statement on educational issues or that bears on the organisation or program of the school or place of work.
- Formal media statements are to be made by the Principal or School Council President.
- The Principal will refer inquiries to the DEECD Media Unit, particularly if they appear to be of a potentially sensitive or controversial nature.
- Student's image, first name only or work may appear in the wider media, such as the internet or local magazine with a written consent provided by parents at the time of enrolment.
- A student's printed family name will be omitted from any published photos, newspaper articles or school website items.

EVALUATION: This policy shall be reviewed as part of the ongoing policy and process review.

REFERENCE:
DEECD website
www.eduweb.vic.gov.au/privacy
www.esmartschools.org.au/Pages/RegisterVic.aspx
Australian Communications and Media Authority (ACMA)
eSmart® Smart. Safe. Responsible.
The Alannah and Madeline Foundation
Findon Primary School Copyright Policy
Findon Primary School Cyberbullying Policy
Findon Primary School ICT Policy
Findon Primary School Privacy Policy
Findon Primary School Internet Acceptable Use Policy
http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx

Appendix : Using Social Media: Guide for DEECD Employees

Cybersafety is a major concern facing schools. Again, this does not only affect children and young people. Department employees in schools are also at risk of misusing social media or being targeted by a disgruntled young person or member of the school community. This is not a new concept. As with all forms of **inappropriate behaviours** the digital world has simply opened up a new platform for it to occur.

In the context of this *Guide*, social media is the term used for internet based tools for sharing and discussing information among people. Additional social media tools may include (although are not limited to):

- Social networking sites (e.g. Facebook, LinkedIn, Myspace)

- Video and photo sharing websites (e.g. Flickr, Youtube)

- Blogs, including corporate blogs and personal blogsMicro-blogs (e.g. Twitter)

- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
  Wikis (e.g. Wikipedia)

- Vod and podcasts

- Video conferences and web conferences

- Email and instant messaging

- All other emerging electronic/digital communication applications.

For more information, see: [Cybersafety, Bullying and Cyberbullying](#)

Purpose

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

Ratified by School Council MAY 2014
Review date MAY 2017

The *Using Social Media Tools: Guide for Department Employees in Schools (Guide)* has been developed as a practical resource to support Department employees in schools to understand and meet the obligations and behaviours set out within existing instruments, policies and guidelines outlined within the Scope of this *Guide*.

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 *Guide* will address standards of behaviour in the context of social media tools, rather than detailed policies and procedures. It is not designed to cover every conceivable situation; therefore emphasis is placed on guiding principles of behaviour that are applicable under the existing policies and guidelines.

Understanding what is within each of the above policies and resources and how they apply to social media tools is an important part of being a professional. The following advice and workshop questions are designed to engage employees both as individuals and as a group in furthering their learning.

It is recognised that schools will need to develop and/or update school-based policies, guidelines and programs to reflect this *Guide* and meet the needs of their local community.

For more information on the existing instruments, policies and guidelines, see: Scope

Professional learning

Interactive Learning Modules - a social media module was developed as a support resource for the Department's, Using Social Media: Guide for DEECD employees.