Social Media Policy

*These guidelines are currently under review and should be considered as current.*
TABLE OF CONTENTS

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1. Purpose................................................................................................................................................................................................................................... 3
2. Policy Statement................................................................................................................................................................................................................ 3
3. Roles and Responsibilities ........................................................................................................................................................................................... 4
4. Related policies................................................................................................................................................................................................................... 4
5. Related procedures........................................................................................................................................................................................................... 5
6. Supporting information/tools................................................................................................................................................................................... 5
7. Definitions............................................................................................................................................................................................................................. 5
8. Legislation............................................................................................................................................................................................................................... 6
1. Purpose

This policy document refers to the use of social media when there is a clear and close connection with the Department of Education (DoE) and applies to all DoE employees including all permanent, part-time, casual, temporary and contract staff. This policy document also refers to the use of social media in learning environments for early learning settings, schools, colleges and adult learners.

This policy aims to clarify staff responsibilities in the use of social media. DoE supports its employees’ professional and responsible participation in social media for DoE business including within learning environments. The use of social media is increasingly a part of everyday online activities, particularly through mobile devices. Social media services such as wikis and blogs allow people to easily publish, share and discuss content with local, national and global audiences. Learning and communication can be enhanced through the effective use of social media. Individuals and institutions can develop personal and professional online identities and learning networks to listen to and participate in relevant conversations.

2. Policy Statement

Social media provides an opportunity to:

- listen to, engage with, inform and learn from various audiences
- develop professional online identities and networks for learning and collaboration
- promote engaged learning and facilitate communication.

The following standards apply to employees’ work use and personal use of social media at any time, when there is a clear and close connection with DoE.

- Always follow relevant DoE policies including the State Service Principles.
- Act lawfully (such as copyright compliance) when using social media.
- Ensure your personal online activities do not interfere with work performance.
- Where relevant, be clear that your personal views are yours, and not necessarily the views of DoE.
- Do not disclose any confidential or staff-access-only information obtained through work.
- Learning environments incorporating social media must support the active participation of all learners. These environments must be safe, respectful and inclusive. They must support positive behaviour and be free from discrimination, harassment and bullying.
- The provision and use of social media for learning should be age-appropriate with consideration given to both learner maturity and any Terms of Service age restrictions.

2.1 Risk management

Risk management strategies should be developed for the use of social media for business purposes.

As part of these risk management strategies employees planning to use social media to publicly represent DoE must follow DoE Social Media Procedures and register their intention prior to publishing with Strategic Marketing Communications and Media (marketing@education.tas.gov.au).

Teachers planning to use social media with students should refer to the relevant risk management strategies in the DoE Social Media Procedures and their school ICT Acceptable Use Agreements. Risk management should also address

- Assessment of the need for staff and student training in the use and application of social media
• Security, backup and archiving procedures
See the DoE Social Media Procedures for more information.

3. Roles and Responsibilities

3.1 Secretary DoE
• Ensure that the relevant Acts are adhered to.

3.2 Deputy Secretaries
• Ensure that the relevant Acts are adhered to.
• Ensure that work units, schools and colleges are provided with appropriate guidance through the provision of policy, procedures and guidelines.

3.3 Directors, General Managers and Deputy Secretaries
• Ensure that all staff including school principals and support staff are familiar with and adhere to the policy and procedures.

3.4 School and College Principals
• Implement this policy and associated procedures and guidelines.
• Raise awareness of this policy and associated procedures and guidelines with school associations and the wider school community.

3.5 Staff
• Comply with this policy and associated procedures and be familiar with the guidelines.

3.6 Parents, Families and Carers
• Ensuring children are aware of and understand the requirements of policies and procedures relating to the use of social media in early learning settings and schools.
• Work in partnership with schools and school associations to promote the responsible use of social media.

3.7 Learners
• Follow school policies, procedures and guidelines in relation to social media.
• Contribute positively when using social media.

4. Related policies
• Respectful Student Behaviour Policy
• Conditions of Use Policy for All Users of Information and Communication Technology
• Conduct and Behaviour Standards
• Conduct in the Workplace
• Protective Practices for Staff in their interactions with students
• Personal Information Protection Policy
• Your Right to Information
5. Related procedures

- Social Media Procedures
- Social Media Guidelines

6. Supporting information/tools

- DoE Cyber Safety public webpage
- Acceptable Use of Information Technology intranet page
- Legal Issues Handbook
- Respectful Relationships Teaching Learning Package
- DoE Publications Photo and Video Permissions FAQs
- Social Media Plan
- Social Media Comment Response
- Social Media Post Checklist
- The Do's and Don'ts for Using Student Images on Social Media and Websites
- Support and Guidance through a Social Media Incident
- Social Media Post Template

7. Definitions

Social Media

Social media refers to online services, mobile applications and virtual communities that provide a way for people to connect and share user-generated content and to participate in conversation and learning. Social media is also known as ‘web 2.0’, ‘participative media’ or ‘new media’.

Social Network

A social network connects online identities who share digital media, interests, activities, backgrounds or real-life connections.

Digital Media

Digital media refers to text, graphic, audio, video and other content that is captured, uploaded and communicated online and through mobile devices.

Mobile Application

A mobile application is a software program used on mobile devices such as smartphones and tablet computers.

Friend

A ‘friend’ is an ‘online profile’ (personal, organisational or conceptual) that is added to your social media network. A ‘friend’ may be able to view more of your online profile and content depending on your privacy settings.
Like
A ‘like’ increases your participation in a social media service but does not necessarily require a ‘friend’ connection.

Online Profile
An online profile or ‘online identity’ is information that represents a person, organisation or other social identity that is shared with public and private audiences through social networks.

Privacy settings
Privacy settings allow the user to control who can view online profiles and user generated digital media.

8. Legislation

Education Act 2016
State Service Act 2000
Personal Information Protection Act 2004
Copyright Act 1968