



Mobile Support

# Department of Education

Learners first, connected and inspired



Social Media

## Policy



---

# Social Media Policy

---

## 1. Scope (audience and applicability)

This policy document refers to the use of social media when there is a clear and close connection with the department and applies to all Department of Education 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.

## 2. Purpose

This policy aims to clarify staff responsibilities in the use of social media.

The department supports its employees' professional and responsible participation in social media for department 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.

## 3. Definitions

**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'.

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

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

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

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.

A **'like'** increases your participation in a social media service but does not necessarily require a 'friend' connection.

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

#### 4. 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 the department.

- 4.1. Always follow relevant [department policies](#) including the [State Service Principles](#).
- 4.2. Act lawfully (such as [copyright](#) compliance) when using social media.
- 4.3. Ensure your personal online activities do not interfere with work performance.
- 4.4. Where relevant, be clear that your personal views are yours, and not necessarily the views of the department.
- 4.5. Do not disclose any confidential or staff-access-only information obtained through work.
- 4.6. 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.

#### 5. Requirements

This policy should be read in the context of the following related policies, procedures and guidelines which provide detailed responsibilities for the use of information technologies, student wellbeing and staff conduct.

- [Learner Wellbeing and Behaviour Policy](#)
- [Conditions of Use Policy for All Users of Information and Communication Technology](#)
- [Conduct and Behaviour Standards](#)
- [Conduct in the Workplace](#)
- [Legal Issues for Schools and Colleges](#)
- [Social Media Procedures](#)
- [Social Media Guidelines](#)
- [Protective Practices for Staff in Their Interactions with Students](#)
- [Publication of photographs and student work samples](#)

- [Copyright Guidelines](#)
- [Personal Information Protection and Your Right to Information – Policy](#)

Conduct in the Department of Education, Tasmania is governed by the *State Service Act 2000*.

Publication of information, photographs and video is governed by the *Personal Information Protection Act 2004* and the *Copyright Act 1968*.

|   |   |
|---|---|
| The Secretary is to:                              | <ul style="list-style-type: none"> <li>• Ensure that the relevant Acts are adhered to.</li> </ul>   |
| Deputy Secretaries are to:                        | <ul style="list-style-type: none"> <li>• Ensure that the relevant Acts are adhered to.</li> <li>• Ensure that work units, schools and colleges are provided with appropriate guidance through the provision of policy, procedures and guidelines.</li> </ul>  |
| Directors, General Managers and Managers are to:  | <ul style="list-style-type: none"> <li>• Ensure that all staff including school principals and support staff are familiar with and adhere to the policy and procedures.</li> </ul>  |
| School and college Principals are to:             | <ul style="list-style-type: none"> <li>• Implement this policy and associated procedures and guidelines.</li> <li>• Raise awareness of this policy and associated procedures and guidelines with school associations and the wider school community.</li> </ul>   |
| Staff are to:                                     | <ul style="list-style-type: none"> <li>• Comply with this policy and associated procedures. Be familiar with the guidelines.</li> </ul>   |
| Parents, families and carers are responsible for: | <ul style="list-style-type: none"> <li>• 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.</li> <li>• Work in partnership with schools and school associations to promote the responsible use of social media.</li> </ul> |
| Learners are to:                                  | <ul style="list-style-type: none"> <li>• Follow school policies, procedures and guidelines in relation to social media.</li> <li>• Contribute positively when using social media.</li> </ul>  |

## 6. 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 the department must follow DoE [Social Media Procedures](#) and register their intention prior to publishing with Marketing Services ([marketing@education.tas.gov.au](mailto: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.

## 7. Associated Documents and Materials

The following documents are available from [www.education.tas.gov.au](http://www.education.tas.gov.au) (Search for the Doc ID)

- [Learner Wellbeing and Behaviour Policy](#) (Doc ID: TASED-4-1734)
- [Conditions of Use Policy for All Users of Information and Communication Technology](#) (Doc ID: TASED-4-1778) (See also [Acceptable Use of Information Technology](#) intranet page.)
- [Conduct and Behaviour Standards](#) (Doc ID: TASED-4-3091) [Staff access only]
- [Conduct in the Workplace](#) (Doc ID: TASED-4-2177) [Staff access only]
- [Legal Issues Handbook](#) (Doc ID: TASED-4-2645) [Staff access only]
- [Social Media Procedures](#) (Doc ID: TASED-4-4793)
- [Social Media Guidelines](#) (Doc ID: TASED-4-4791)
- Social Media Mobile Support [uqr.me/tased/qr/social](http://uqr.me/tased/qr/social)
- Department's [Cyber-Safety](#) public webpage
- [Protective Practices for Staff in their interactions with students](#) (Doc ID: TASED-4-3113) [Staff access only]
- [Publication of photographs and student work samples](#) [Staff access only]
- [Copyright Guidelines](#) [Staff access only]
- [Personal Information Protection and Your Right to Information – Policy](#) (Doc ID: TASED-4-1239)
- LINC Tasmania - social media guiding principles (1724602)

---

|                                 |                         |
|---------------------------------|-------------------------|
| Authorised by:                  | Paul Murphy             |
| Position of authorising person: | Acting Deputy Secretary |
| Date authorised:                | August 2014             |
| Developed by:                   | Marketing Services      |
| Date of last review:            | April 2014              |
| Date for next review:           | April 2015              |
| This document replaces:         | N/A                     |

---