



GUIDELINES FOR THE USE OF SOCIAL MEDIA

What is Social Media?

Social media includes any Web site in which visitors are able to publish content to a larger group. Content shared may include (but is not limited to) personal information, opinions, research, commentary, video, pictures, or college information. Examples of such destinations include large branded entities such as Facebook, Twitter, YouTube, and LinkedIn. However, blogs, special interest forums, user communities are also considered social media.

We recognise that social media provides a great opportunity to collaborate and communicate with communities and to enhance learning opportunities for students. To enable teachers, support staff, students and our community to take advantage of the value of these sites and to promote an open, trusting, collaborative place of work and education everyone must use social media within the guidelines specified below.

Teachers and Support Staff Guidelines

At all times teachers and support staff have a legal obligation to develop and maintain professional relationships based on the best interests and safety of their students. All teachers and support staff should follow these guidelines in social media communication and activity:

1. As an employee of St Patrick's College (SPC), you are viewed as a role model to students, parents and the community. Think carefully about how you represent yourself when using social media. Even in your private space, you are considered by many to be representing the values of our College.
2. Exercise good judgment following the principles of ethical behaviour.
3. Use appropriate professional language in all communication.
4. Carefully consider the tone and content of all posts.
5. Keep your private and professional use of social media separate.
6. Do not invite students to your personal social network sites.
7. Do not accept invitations from students to their personal social networking sites.
8. Do not respond to personal requests for help or advice from students through social media. It is not the appropriate forum for sensitive issues.
9. All online spaces set up for social media purposes need to be approved by the designated content manager to avoid legal/ethics issues and to monitor content.
10. All College social media communication should be through the SPC official Facebook page.
11. We encourage you to use privacy settings to ensure that your personal information is kept private. Be aware that your friends can tag and share your information, providing a wider audience than you intended.



12. Images of students must never be posted on a social media site without explicit permission from the student's parents in accordance with the New Zealand Privacy Act 1993.

Community Guidelines

We encourage past, present and future families, friends and staff of SPC to interact with the SPC through our online forum. You are invited to share your thoughts, news and experiences. By following the guidelines below, all members of our online community will feel welcome and valued.

1. **RESPECTFUL** – it is important that all members of the community are treated with dignity and respect. Please don't use hostile or obscene language, or make negative comments about anyone. This is a page for supportive conversations and is not a forum for debating controversial or personal issues.
2. **FAMILY-FRIENDLY** – our Facebook page has users that are under 18 years of age. Explicit language and images have no place here.
3. **RELEVANT** – please stick to the topic of discussion. Off-topic personal conversations that have no relevance to the post should stay on your personal Facebook page.
4. **NON-COMMERCIAL** – SPC does not accept posts of a commercial nature on our Facebook page and these will be deleted.
5. **LEGAL** – please be aware of copyright laws, intellectual property rights and the Privacy Act when posting, sharing and commenting. SPC will delete posts that contain discriminatory or defamatory posts that relate to ethnicity, religion, gender, disability, sexual orientation or belief; or that encourage illegal activity. All actions on this page are subject to the Facebook Terms of Service.
6. **SPECIAL CHARACTER** – SPC reserves the right to delete and remove any posts deemed to not align with the special character and values of the College

Student Guidelines

1. **Think about your personal safety. Don't reveal data about you that:**
 - could be used to impersonate you/steal your identity (date and place of birth, for example)
 - might reveal your actual whereabouts or when you're not somewhere (at home, for example) - so think about who you share your location with
 - might cost you money (look out for scams and freebies: anything that looks too good to be true, usually is!)
2. Get the tone right. Never forget that your postings, whether they are on a blog or public Facebook site, can be read by millions. Ensure your tone is right and strike the right balance between informality and formality.
3. Think twice before posting. There is no such thing as privacy on the internet. Word spreads quickly. Search engines can turn up posts years after they are created - even after you think you have deleted them - and comments can be forwarded or copied. Inappropriate or inaccurate comments which are damaging to a person's reputation should be avoided, as



they could result in a claim of libel. Do not say anything online that you would not say in public. Think carefully about posting anything.

4. What might seem anonymous usually isn't. Your use can be tracked, even if you think you have an anonymous user account.
5. Make it accurate. If you are making a serious contribution to a debate via social media, make sure you get all your facts right, as you would when writing an essay or a report. If your content is associated with SPC then it reflects on SPC's reputation.
6. Be respectful. Content on a social media site could encourage comments or discussion of opposing ideas – the audience is far wider than your peers. Consider all comments and responses carefully in light of how they would reflect on you or SPC. Be aware that any misuse of social media might attract complaints from other students, which may result in disciplinary action.

Inappropriate use of Social Media

The SPC will not permit inappropriate use of social media by students including:

- Breach of the SPC's special character and values.
- Plagiarism or breach of copyright when using or repurposing material.
- Excessive time used browsing social media applications at SPC
- Inappropriate use of language or images that portray the SPC in a poor light.
- Actions that bring the reputation of the SPC into disrepute.
- Representing themselves as someone else either within the College or outside of the SPC
- Making promises or statements regarding the SPC's operations which are misleading, fraudulent or false.
- Use of social media to defame, bully or discredit another student, group or anyone else. SPC has a safe environment and does not tolerate this behaviour.
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content.
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose).
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Accessing, downloading or transmitting any material deemed to be illegal under NZ law.
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.
- Compromising the privacy of any person.
- Attempting to gain unauthorised access to the computing resources of SPC or other organisations.
- Disruption of the integrity of SPC's data or information services.
- Making a statement that might bring SPC into disrepute.
- Committing SPC to an action or initiative without appropriate authority.
- Not complying with laws covering libel, defamation, privacy and the protection of intellectual property.
- Statements that might be interpreted as being in contravention of the values of SPC.



PERMISSION FOR USE OF STUDENTS IMAGES RELATING TO SOCIAL MEDIA & COMMUNICATIONS

SPC are working hard to ensure that we meet best practice in regards to use of our students' images in media and communication. We are planning to ask families to give permission around use of images for SPC communication.

Student images will always reflect the SPC's values and may be used in media and communications for:

1. College events
2. Cultural events
3. Academic competitions
4. Leadership activities
5. Sporting events
6. Student achievements

In most cases, student images will be part of a group and will not be tagged. In images of only one student (such as achievements), the student will be informed that it will be used and where it will be used and will be given the opportunity to decline. For individual images, SPC will use the student's first name and year group only, with the exception being when sharing a post from external media where the student's full name may have been used. On some occasions, pictures are also taken of parents/guardians.