



St Pius X Social Media Policy

Purpose: Social media technology is a powerful tool for communication. As part of the school's improvement plan to provide regular contact with parents and the wider community, social media platforms such as 'Facebook' will be used to enhance communication within the school community.

Definition: Social media is defined as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, internet websites, internet forums, and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, YouTube, Google+, and Flickr.²

General Guidelines: Consultation with the school's Principal and school executive is required prior to the creation of the site. The administration rights to each social networking platform will be granted to a small number of staff in consultation with the Principal. Additionally, a member of the CSO Learning Technology team is also to be granted administrative rights to the site.

All social media will be regularly maintained to provide up to date information to members of the school community. No photos or videos posted on the page are to identify anyone individually and no names are to be used. Under no circumstances are students to be given administrative access to the site. Members of the group are not to share information, photos, videos or other material from the school's website onto other social networking platforms.

In its present form, the school's Facebook page will not allow parents, students and the wider community to post comments to the page. The platform is to serve as a noticeboard only.

Staff Guidelines

All staff are expected to comply with the Diocese of Maitland-Newcastle CSO's Workplace Internet, Email and Network Usage Policy (2013) and the accompanying Code of Practice. Staff who engage in social media on behalf of the school need to follow the Catholic Schools' Office 'Acceptable Use' policy and be aware of their place as role models of exemplary digital citizenship. All material posted is to be of a positive nature with an emphasis on creating a sense of community and improving communication with St Pius families.

Procedures for Posting Material to Social Networking Sites

In addition to the Principal, administrative rights will be held by three other staff who will be responsible for updating and maintaining the school's social media presence. All teacher posts will be sent by email to administrators at least two days before they expect the post to be published. Any material that is deemed questionable will be forwarded to the Principal for his/her consideration. If unacceptable, the teacher in question will be notified.