


Plenty Valley Christian College  	Title: <b>Social Media Policy</b>	
	Document Classification: <b>Policy</b>	Version: 1.0 17 April 2015

## Introduction

This social media policy describes the rules governing use of social media at Plenty Valley Christian College. It sets out how staff must behave when using the College's social media account.

This policy should be read alongside other key policies. The College's internet use policy is particularly relevant to staff using social media.

## Why this policy exists

Social media can bring significant benefits to the College, particularly for building relationships with current and potential Families. However, it's important that staff using social media within the College do so in a way that maintains and enhances the College's image.

## Responsibilities

Everyone who operates a company social media account or who use personal social media accounts at work have a responsibility for implementing this policy.

However, the Principal is ultimately responsible for ensuring that Plenty Valley Christian College uses social media safely, appropriately and in line with the company's objectives, and shall appoint Social Media Administrators to ensure requests for assistance and support made via social media are followed up.

## Purpose of company social media accounts

Plenty Valley Christian College's social media account may be used for many different purposes.

In general, Staff should only post updates, messages or otherwise use social media when that use is clearly in line with the College's overall objectives.

Staff may use Plenty Valley Christian College's social media accounts to:

- Refer **enquiries** and requests for help
- Share **blog posts, articles and other content** created by staff and students at PVCC for use by the College or to promote the College to prospective families.
- Share **insightful articles, videos, media and other content** relevant to the business of the College, but created by others
- Provide families or followers with **an insight into what goes on at the PVCC**
- Promote **College events**

## Inappropriate content and uses

Plenty Valley Christian College social media account must not be used to share or spread inappropriate content, or to take part in any activities that could bring the College into disrepute.

When sharing an interesting blog post, article or piece of content, Staff should always review the content thoroughly, and should not post a link based solely on a headline.

## Safe, responsible social media use

This section apply to any staff member using the College social media account

### Do not;

- Publish photographs or videos of students without parent/guardian consent (*refer to the College Privacy Policy*)
- Create or transmit material that might be **defamatory or incur liability** for the College.
- Post message, status updates or links to material or **content that is inappropriate**.
  - Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs. Inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any **illegal or criminal activities**.
- Send **offensive or harassing material** to others via social media.
- Make **formal statements** on behalf of the College.
- Broadcast **unsolicited views** on social, political, religious or other non-business related matters.
- Send or post messages or material that **could damage the College's image or reputation**.
- Discuss **colleagues, families, students or other people associated with College** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages**.

## Copyright

The College respects and operates within copyright laws. Please refer to the College's copyright policy when using social media.

## Resources

### External references

- Privacy Act 1988 (Cth)
- Privacy Amendment (Enhancing Privacy Protection) Act 2012 (Cth) (includes Australian Privacy Principles in Schedule 1)

### Internal References/related policies

- Blogging Policy
- Communication Protocol Policy
- Conflict of Interest Policy
- Electronic Communications Policy
- Harassment, Bullying, Violence and Unlawful Discrimination Policy
- Privacy Policy



## DOCUMENT HISTORY & VERSION CONTROL RECORD

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**Approved by:** Principal  
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1.0	17/4/2015	Principal	Approved as a controlled Document

Approved By:

Date:



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Dr. Douglas Peck

**Principal**