



# PAPAKAIO SCHOOL



## Papakaio School Social Media Guidelines 506

**Purpose** - To provide guidance for teachers on how to professionally manage Social Media; to keep them and our students safe.

**Policy Terms** - The term "communicates", as used in these guidelines, refers to activities including, but not limited to, "posting messages", "following", "friending" and "commenting" via social media sites.

The term "site" or "sites" refer to a social media account.

### **Maintaining Separate Professional and Personal E-mail Accounts**

Papakaio School staff who engage in professional social media activity should keep separate e-mail addresses for personal and professional use. Employees should not use personal e-mail address for any professional activities. Instead, employees should use a professional e-mail address which is separate to any personal social media activity. Persistent use of any e-mail address for school purposes, including social media activity, may result in Papakaio School considering the e-mail address as a professional account.

### **Communication with Students**

Papakaio School employees who work and communicate with students via professional social media accounts should comply with the following guidelines:

Social media sites for professional use that are school-based must be designed to address educational, extra-curricular or instructional matters.

Papakaio School parents will be informed on the social media activities in which their children may participate.

### **Guidance Regarding Professional Social Media Sites**

Papakaio School staff should use school based social media sites that involve Papakaio School students only for professional purposes.

The term parent refers to the student's parent or guardian.

Papakaio School employees must treat professional social media or networking space and communication like a real world classroom and professional workplace.

The same standards expected in Papakaio School professional settings are expected on professional social media sites. If a specific type of behaviour is not appropriate in the classroom or professional workplace, then that same behaviour is also inappropriate using the professional social media site.

Papakaio School employees should exercise caution, common sense and sound judgment when utilizing professional social media sites.

When professional social media sites are established, employees should consider the site's intended audience/users and also consider the privacy level assigned to the site, particularly, whether or not the site should be a private network (limited to a particular class or particular group within the school) or a public access network (for example, anyone within the school, or even individuals outside of the school). It is strongly recommended practice for all professional social media sites to be limited to private networks, unless there is a particular educational need for a site to be a public network.

Before creating a professional social media presence Papakaio School employees must obtain the Principal's approval.

Where possible, Papakaio School staff should provide their Principal with separate administrator rights providing access to all professional social media accounts.

If any professional social media site is subjected to significant change (I.E. a page once used to share debate on homework assignments is to be used instead to share debate with a class at another school), staff must consider whether a newly revised registry form and/or whether revised parental notification is necessary.

As needed, schools should continue to inform parents about newly set up social media sites.

Papakaio School employees must use their professional social media site's privacy settings with the objective of sharing and communication with the intended audience only.

However, Papakaio School staff need be aware of limitations to privacy settings.

Private communication published online can easily become public. Also, social media sites often change their default privacy settings and numerous other functions. As a result, each staff member has a responsibility to comprehend the functions of the social media site being used.

Papakaio School employees are responsible to avoid publishing student information that would make them personally identifiable within reason. This includes but is not limited to information such as; full name, address, phone numbers, date of birth, email address, usernames and passwords, bank details.

Students who use professional social networking sites are not permitted to post

images/videos featuring students without approval. A list of students who are not allowed to have images or work published online is held by each teacher.

Papakaio School employees are not recommended to post images of other employees on professional social media sites before obtaining their permission.

Papakaio School reserves the right to remove postings or disable a page of professional social media sites that do not reasonably conform with these policy Guidelines.

### **Monitoring of Papakaio School professional social media sites**

To assist monitoring, to the extent possible, staff should research the default settings for comments and postings on professional social media sites and where possible use more restrictive settings. The Papakaio School employees should essentially move to settings that are public as needs dictate. If the setting for comments is enabled, allowing users to post comments without review, such comments should be regularly monitored.

Papakaio School staff employing professional social media have no assumption of privacy when using such media. Professional sites will be monitored to safeguard the school community. Papakaio School employees must keep a detailed record of any content or communication that does not comply with this policy as with any other violations that are brought to their attention.

### **Personal social media use**

To maintain an appropriate and professional relationship with pupils, Papakaio School staff should not use personal social media sites to communicate with students currently enrolled in the school. In the event a member of staff receives a "friend" request or other connection/communication function via a personal social media site by a student currently enrolled in the school, they should ignore the request. It is recommended that where possible a statement is placed on the site using language to this effect: "Please do not take offence if I do not respond to or accept your request, as a Papakaio School employee the school's Social Media Guidelines do not allow interactions with currently enrolled students via personal social network sites.

Reviewed September 2016