



Doctrina Vitae

Bacchus Marsh
Grammar

HUMAN RESOURCES POLICY

HR-004 Social Media and Networking Policy



1 Purpose

The purpose of this policy is to set out Bacchus Marsh Grammar's expectations and requirements applying to the use of social media and to provide employees with a guide to the appropriate use of social media and networking.

2 Scope

This policy applies to all employees, contractors and other authorised personnel required to perform functions on Bacchus Marsh Grammar's premises.

3 References

3.1 Legislation

- *Privacy Act 1988* (Cth);
- *Copyright Act 1968* (Cth);
- *Occupational Health and Safety Act 2004* (Vic);

3.2 Related Policies

- Privacy Policy;
- Information Technology Acceptable Use Policy;
- Equal Opportunity Policy;
- Performance Management, Misconduct and Disciplinary Action Policy.

4 Definitions

Word/Term	Definition
Electronic communication & information resources	This includes, but is not limited to: internet, email, instant messaging, voicemail, fax, all Bacchus Marsh Grammar-supplied computers and software, digital cameras, mobile phones, USB memory sticks and other storage devices.
Social Media	<p>Social media describes the online and mobile tools that people use to share opinions, information, experiences, images, and video or audio clips and includes websites and applications used for social networking. Common sources of social media include, but are not limited to:</p> <ul style="list-style-type: none"> • Social networking (e.g. Facebook, LinkedIn, Bebo, Yammer, Snapchat) • Video and photo sharing sites (e.g. Instagram, YouTube, Vine, Pinterest) • Blogs, including corporate blogs and personal blogs, (e.g. Tumblr) • Blogs hosted by media outlets (e.g. comments or your say feature) • Micro-blogging (e.g. Twitter) • Wikis and online collaborations (e.g. Wikipedia) • Forums, discussion boards and groups (e.g. Google groups, Whirlpool) • Vod and podcasting • Online multiplayer gaming platforms (e.g. second life) • Instant messaging (including SMS, WhatsApp, Viber) • Geo-spatial tagging (Foursquare, Yelp)
Supervisor	In refpection to the content in this policy, a supervisor is a member of the school's Executive.

5 Bacchus Marsh Grammar's Policy Statement

Bacchus Marsh Grammar embraces the use of social media by employees, students, contractors and other authorised personnel to connect to each other and the broader community. Social media and social network has become an integral part of society, but is an area where a number of issues and risks arise.

With the rapid growth and application of social media, Bacchus Marsh Grammar recognises the need to have a policy which outlines the organisations expectations with social media and networking.

Bacchus Marsh Grammar requires employees to take great care in order to act in the best interests of Bacchus Marsh Grammar when participating in social media.

6 Responsibilities

6.1 Use of Bacchus Marsh Grammar's electronic communication and information resources

6.1.1 Employees, contractors and other authorised personnel will not use Bacchus Marsh Grammar's computer systems or any equipment owned by Bacchus Marsh Grammar to access social media, **unless** they have prior permission from their supervisor and access is for:

- teaching;
- pastoral care within Bacchus Marsh Grammar's pastoral care framework; or
- educational purposes.

6.1.2 Personal use of social media by an employee in their private capacity and using their own computer systems and equipment is not a matter covered by this policy.

6.2 Communications with current students and current parents

6.2.1 Employees, contractors and other authorised personnel will not use social media to connect or communicate with current students and current parents unless they have prior permission from their supervisor and communication is for:

- teaching;
- pastoral care within Bacchus Marsh Grammar's pastoral care framework; or
- educational purposes.

6.3 Communications with former students and former parents

6.3.1 Employees, contractors and other authorised personnel are advised to use professional discretion and seek school guidance as appropriate before communicating with former students and former parents that have left the school on social media for less than a period of three years.

6.4 Disclosure of confidential and/or sensitive information

6.4.1 Employees, contractors and other authorised personnel will not, under any circumstances, disclose or refer to any information through social media that relates to Bacchus Marsh Grammar, students or colleagues that is confidential, proprietary or privileged.

6.4.2 Any mention of Bacchus Marsh Grammar, an individual's role with Bacchus Marsh Grammar or relationships with other individuals from Bacchus Marsh Grammar on social media will be considered a violation of this policy.

6.5 Disparagement, bullying and harassment over social media

6.5.1 Employees, contractors and other authorised personnel will not, on social media:

- disparage or speak adversely about Bacchus Marsh Grammar, students or colleagues; or
- bully, harass or make discriminatory remarks about Bacchus Marsh Grammar's students or staff.
- bully, harass or make discriminatory remarks about individuals in the wider community

6.5.2 Employees, contractors and other authorised personnel should consult Bacchus Marsh Grammar for further guidance.

6.6 Communicating on behalf of Bacchus Marsh Grammar

6.6.1 Employees, contractors and other authorised personnel will not speak on behalf of Bacchus Marsh Grammar, or imply that they are speaking on behalf of Bacchus Marsh Grammar, on social media.

6.6.2 In some circumstances, a supervisor may give authorisation as a delegated authority or from time to time speak on behalf of Bacchus Marsh Grammar. In such circumstances, prior **written** authorisation of the supervisor is required.

6.7 Privacy settings

6.7.1 Employees, contractors and other authorised personnel are reminded that they should not have any expectation of privacy on social media. Even if it is intended that content be private, it may unintentionally enter the public domain and be viewed by colleagues, the media, students and families of students.

6.7.2 Inappropriate content and information on social media, which is capable of being connected with Bacchus Marsh Grammar, may adversely affect Bacchus Marsh Grammar, a student or a colleague.

6.7.3 Against that background, Bacchus Marsh Grammar strongly recommends employees, contractors and other authorised personnel consider all options and strategies to restrict social media activity being distributed to unintended audiences, by for example, adjusting privacy settings.

7 Rights and Responsibilities of Employees

All employees are expected to show respect to others, including members of the school community. All employees are expected to give due respect to the reputation and good name of Bacchus Marsh Grammar. When using Social Media, all employees are expected to ensure that they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not bully, intimidate abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use obscene or offensive language towards others;
- Do not post content that is hateful, threatening, pornographic or incites violence against others; and
- Do not harm the reputation and good standing of Bacchus Marsh Grammar.

8 Consequences of a Breach of this Policy

8.1.1 Bacchus Marsh Grammar emphasises the need to comply with the requirements of this policy.

8.1.2 Any employees, contractors and other authorised personnel found to be in breach of the requirements of this policy may be subject to disciplinary action, up to and including termination of employment.

8.1.3 Employees should refer to the Performance Management, Misconduct and Disciplinary Action Policy for further information.

9 Implications for practice

9.1 At Board/Principal Level

9.1.1 To properly implement this policy, Bacchus Marsh Grammar, the School Council and/or the Principal must ensure:

- that this policy is endorsed on an annual basis;

- that copies of this policy are made available to employees, for example on the Bacchus Marsh Grammar intranet, in physical form in the staff room and on employee bulletin notice boards;
- that this policy is incorporated into the School Council/ Principal's record of current policies;
- that this policy is incorporated into Bacchus Marsh Grammar's induction program, to ensure that all employees are aware of the policy, have read and understood the policy, and acknowledge their commitment to comply with the policy;
- that periodic training and refresher sessions are administered to all employees in relation to this policy.

9.2 At Other Levels

To properly implement this policy, all Bacchus Marsh Grammar's employees must ensure:

- that they will abide by this policy and assist Bacchus Marsh Grammar in the implementation of this policy;
- that they notify Bacchus Marsh Grammar if an employee becomes aware of a breach of this policy.

10 Authorisation

Council Document No.	HR-004	
Council Document Name	Social Media and Networking Policy	
Approval Authority	Chairperson BMG Council	
Administrator	Secretary to BMG Council	
Approval Date	27 April 2016	
Effective Date <small>[Current version if different from amended date]</small>	28 April 2016	
Amendment History	1	
Date of Next Review	28 April 2019	