

Social media is primarily an informal communication tool, which includes Facebook, Skoolbag and emerging social media apps. Kadina Memorial School use it to inform families of learning, activities and events which may be of interest to the school community.

We also support schools within the NY Partnership, Government Departmental information, free community events and not-for-profit educational activities.

The school encourages appropriate use of social media apps and appreciate positive comments from the school community.

These guidelines are developed in line with DECD Policies and contribute to Kadina Memorial School's overall communication strategy.

IMAGES

Images of students and staff must have media permission as per enrolment form data entered on EDSAS. Images must comply with the following:

- No student names to be used.
- Images of groups preferred, individual student images used with discretion and permission
- Prefer images from the back with the focus on learning.
- Students photographed in school uniform or costume for special event, ie. Book Week.
- Swimming photos to comply with DECD 'photography and swimming and aquatics programs' guidelines
- No images to be 'tagged' identifying individuals or locations.

ADVERTISING

We do not post advertising on our Facebook page, nor do we post on behalf of clubs or individuals who charge for their service. Clubs are directed to contribute notices to the school newsletter 'Community Notice' page.

COMPLAINTS

In the instance of complaints about posts or comments the following guidelines are to be followed:

- Posts and comments removed if not compliant with DECD policy
- Executive Leadership to contact complainant to investigate and follow DECD Complaints Policy
- Executive Leadership are the only personnel to respond appropriately to school process and questions, with responses given within a manageable timeline.

FACEBOOK POSTING PROCESS

Executive leadership to oversee online facebook content. IT manager, Principal's PA and Business Manager have the authority to upload content compliant with Kadina Memorial School's Social Media Policy. Content is supplied by staff and in some instances parents who are attending on off-site school event, such as the Royal Adelaide Show.

Staff should consider the risks of all potential posts: student identity, safety

<https://myintranet.learnlink.sa.edu.au/ict/communication-and-online-services/social-media/setting-up-social-media/risks-of-social-media>

EVENTS

In the interests of student safety the school community will be informed at the beginning of events as well as published in event programs the following: 'in the interest of child protection and student privacy you are reminded, when using social media, to only post images of your child.'

In addition, families and visitors are reminded of the school's social media guideline request regarding photos published on social media which is announced at the start of the event, for example R-6 Arts Showcase, musical productions and sports days.

MONITORING

Social media applications monitored daily by ICT Manager and Principal's PA, with questionable posts referred to an Executive Leader.

School Role	Person Responsible	Duties
Leadership	Principal Deputy Principal	<ul style="list-style-type: none"> • Oversee entire content posted on social media applications. • Removal of inappropriate posts • Respond to questions
Administration	ICT Manager	<ul style="list-style-type: none"> • Technical issues • Upload content approved by leadership & provided by staff • Daily monitoring, with emerging issues or questions referred to leadership via email or text message. • Adding posts relating to school calendar and events
Administration	Principal's PA & Business Manager	<ul style="list-style-type: none"> • Upload content approved by leadership & provided by staff • Daily monitoring, with emerging issues or questions referred to leadership via email or text message. • Adding posts relating to school calendar and events.

Kadina Memorial School's Social Media Guidelines are in line with:

<https://myintranet.learnlink.sa.edu.au/ict/communication-and-online-services/social-media/setting-up-social-media/processes-and-guidelines>

Kadina Memorial School's Social Media Guidelines comply with DECD policies:

DECD: Social media

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-policies/social-media-policy.pdf>

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-guidelines/social-media-guideline.pdf>

DECD: Cyber-safety

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-guidelines/cyber-safety-keeping-children-safe-in-a-connected-world-guideline.pdf>

DECD: Child safety in DECD Swimming and safety Aquatics Unit

<https://www.decd.sa.gov.au/sites/g/files/net691/f/photographyandswimmingaqu.pdf>

Ratified date: Term 4, 2017

Review date: Term 4, 2019



Government of South Australia
Department for Education