Social media is primarily an informal communication tool which includes Facebook and emerging social media apps. Kadina Memorial School uses this 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 appreciates positive comments from the school community.

These guidelines are developed in line with Department 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, eg. Book Week.
- Swimming photos to comply with the Department's 'photography and water safety' 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 steps are followed:
- Posts and comments removed if not compliant with Department policy
- Executive Leaders to contact complainant to investigate and suggest following Department Complaints Policy

Executive Leaders are the only personnel to respond to a complaint on Facebook.

FACEBOOK POSTING PROCESS
Executive leaders oversee online Facebook content. IT manager, Principal's PA and Business Manager also 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.

EVENTS
In the interests of student safety the school community will be informed on consent notes (if applicable) and at the beginning of events as well as published in event programs the following: 'In the interest of child protection and students' privacy you are reminded that when taking photos to only take images of your own child, this includes images posted on all social media platforms'.

In addition, families and visitors are reminded of the school's social media guideline request regarding photos published on social media when this is announced at the start of an 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.

Responsibilities	Person Responsible	Duties
Staff Understanding	All teaching and non teaching staff	• Be aware of the Departments social media expectations (see links below) and school guidelines • Ensure these are followed on site, for school events, excursions and camps.
Executive Leadership	Principal Deputy Principal Assistant Principals	• Oversee entire content posted on social media applications. • Removal of inappropriate posts • Respond to questions • Identify weekly possible content • Remind staff each term re language to be in notes and announced at events.
Administration: Technical	ICT Manager	• 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: Site Management	Principal's PA & Business Manager	• 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.
Staff Induction	Middle School Well Being leader	• Scheduled into calendar each term Monday Week 3 @ 3.30pm is an induction for all new staff since the previous induction • WellBeing Leader provides explanation and clarity regarding all aspects of social media

Class Dojo use in R-6 classes/Specialist groups. For consistency for families one app. only, 'Class dojo' is used for communication. The following details are provided regarding its use.

For staff:
• Be clear when establishing your Class Dojo group what communication is/isn't for
• Be aware you can set 'quiet hours' to notify users when the app isn't monitored
• Although most families use this not all do, so other ways to communicate need to be considered with these parents
• As a Department employee communications are within the Code of Conduct expectations
• Ensure your password is different to your Learnlink password
• If students leave during/end of the year delete their details
• At the end of the year archive class details
• As the main purpose of this is communication the use of Class Dojo's for long behaviour term point scoring is not encouraged

- At the start of year and in semester two please add the information and table below to all to Class Dojo's.

For families:
Class Dojo is a quick, easy way for families and staff to connect for effective communication.
It is used in conjunction with other forms of school communication.
If an issue, please contact the school to meet/talk. Angry or aggressive comments on Dojo are not responded through Dojo.

Below is a summary of how this works.

Class Dojo is for ……	Class Dojo isn't for……
Quick communications regarding your child	Notifying absences on the day after 8.15am
Sharing school notices and what to look for in your child's school bag	Letting teachers know if a change in pick up arrangements (please call od email the front office)
Sharing class and student learning	Urgent issues
A way of organising a time to talk with a teacher	

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

- DFE: Social media policy and guidelines
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
NOTE: The resources/related policies within the policy are important reference documents.

- DfE: Cyber-safety resources and agreements
https://edi.sa.edu.au/operations-and-management/communications/social-media-and-web/cybersafety/school-resources

- DfE: Child safety in Department Water Safety Programs
https://www.decd.sa.gov.au/sites/g/files/net691/f/photographyandswimmingaqu.pdf

- DfE: Protective Practices guidelines
https://edi.sa.edu.au/supporting-children/child-protection/your-responsibilities/protective-practices-guidelines?utm_medium=banner&utm_source=Edi&utm_campaign=protective-practices-guidelines

Government of South Australia
Department for Education

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