

Hauraki Primary School

Policy Document

Social Media

Rationale

Hauraki school students and staff will be responsible and productive users of Information and Communication Technologies (ICT) in the school and in society in accordance with the values of Hauraki school, and the principles and values in the New Zealand curriculum.

Purpose:

To ensure appropriate and responsible use of social media by all members of the school community.

Guidelines

1. We are committed to creating a safe online environment for our staff and school community. Appropriate use of social media platforms encourages students to use technology confidently and understand the online environment.
2. We only use online tools, platforms, and apps after we have considered and approved their terms and conditions, privacy settings, data collection, and content ownership agreements.
3. When using social media, we maintain professional standards, represent students and the school community in a respectful and positive way, and act in accordance with our Privacy policy. We work to ensure the content of all posts, messages, and emails are accurate and appropriate.
4. We acknowledge that technology changes rapidly. If any member of the Hauraki community has a concern or question pertaining to social media sites, this should be directed to the principal.
5. Complaints or concerns relating to use of social media are dealt with through the Concerns and Complaints and Crisis Management guidelines, as appropriate.
6. No person shall set up a social media account using the Hauraki school name, logo, or other identifying features without written permission from the Board.

Professional use of social media

7. Hauraki school acknowledges that written communication between staff, the school and community will occur via the school app, classroom apps, and conventional means including emails, newsletters, and written notices.

8. Social media administrators are considered online content hosts under the Harmful Digital Communications Act and may be legally responsible for social media posts.
9. Staff follow our Digital Technology Use and Safety and Teachers Laptop Use when using social media, and we comply with our Privacy policy.
10. Staff should not comment publicly on a serious incident or crisis within the school. Any media enquiries must be redirected to the principal.
11. Staff who are concerned about how to use social media should discuss this with their syndicate leader or the principal.

Personal use of social media

12. The Board encourages staff to consider how they use social media in their personal life, including privacy issues and professional standards. Staff should operate under the assumption that all information published on social media may become public, regardless of privacy settings.
13. Staff must not share any personal or confidential information collected as part of the school's operation.
14. Staff should not post information or pictures of current students on their own personal social media accounts.
15. Staff must be vigilant about out-of-school contact with students on social media and maintain professional boundaries. Generally, staff should never contact a student through social media, texting, online platforms, or email.
16. If a staff member is contacted by a member of the school community through their personal social media, there is no obligation to respond.
17. Inappropriate communication from a student or the school community should be reported to the principal as soon as possible.

Student guidelines

18. Students do not have permission to use their school Gmail account to create, use, access, or engage with social media at school, or outside of school using their school account.
19. All students with a school Google account will be reminded by staff of the school guidelines annually. Staff in classes operating a school account will provide instructions on keeping safe on the web.
20. Students will respect the rights and confidentiality of others by:
 - not pretending to be another member of the community;
 - making sure their actions reflect the school values and do not cause any other member of our school community to feel bullied, intimidated or threatened; and
 - not posting photos or videos of others without explicit permission

Parents/Caregivers/Whanau guidelines

21. When assisting with classroom and other school activities, parents should not upload photos or videos on social media of any staff member or any child other than their own unless appropriate permission has been sought from the staff member and the student's parent/caregiver/whanau.
22. When on school grounds or at school event, parents should not upload photos or videos on social media of any child other than their own unless appropriate permission has been sought from the child's parent/caregiver/whanau.

Signed: 

Date: 5/11/2024

Presiding Member of the Board

Review Date: Term 4 2027

Related policies

- Computer Security and Cybersecurity
- Digital Technology Use and Safety
- Privacy
- Staff Discipline