

Port Ahuriri School Social Media Policy

Our social media policy aims to set guidelines, processes and behaviours for social media use by Port Ahuriri staff, students, and parent/caregivers (where appropriate).

The primary goal is to protect the safety and wellbeing of students, staff and the school community.

Port Ahuriri School (PAS) recognises that staff, students and parent/caregivers engage with social media. Members of the PAS community are expected to uphold the values of the school in all social media interactions. Staff, students and parent/caregivers should not act in such a way that the image of PAS is brought into disrepute nor in a way that harms members of the school community.

It is expected that PAS staff, students and parent/caregivers use social media in a respectful and responsible manner. Social media should not be used to insult, present offensive or inappropriate content or to misrepresent PAS or any member of the school community.

Should a breach of the PAS social media policy occur the school will undertake disciplinary action on a case by case basis, appropriate to the nature of the event and persons involved and within the parameters available. Any reports of cyber bullying or misuse of social media by any member of the Port Ahuriri community will be investigated. This may result in a notification to Police where the school is required to do so.

General Guidelines

- School management acknowledges that written communication between the school and the community will occur via the school app, classroom apps (such as Seesaw), and conventional means such as e mail, newsletters and written notices.
- The school recognises that affiliate groups (such as Parent and Friends) may wish to make use of social media (such as Facebook) for the purpose of engaging with the community. In general, the school is supportive of social media use in such cases, however, use of social media that includes the school's name and branding remains at the discretion of school management and may be subject to periodic review.
- Use of social media by groups associated with the school i.e. Parents and Friends, must occur in a fashion that is consistent within the guidelines of the current document and the values of Port Ahuriri School. We also note that the use of images, photos, or identifying information as related to staff, students, or other members of the community will occur with due consideration of privacy.

Student Guidelines

- When using social media, students are to be made aware of the conditions of school approved social media sites. It is noted that many social media sites and tools have age restrictions for their use (e.g. Facebook, Instagram and Snapchat are all restricted to those 13 years of age and above).
- Students will not create or use any social media accounts at school, or within a school e mail account.
- 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 instruction on keeping safe on the web. These are shared and discussed with parents prior to signing.
- Students are not permitted to join a staff member's areas on social media sites. If students attempt to do this, the member of staff is to refuse the student access and inform the principal. The student's parent/caregivers will be informed if this happens.
- Only teacher approved social media sites are to be accessed during the school day.
- Students will respect the rights and confidentiality of others by:
 - Not pretending to be another member of the school community.
 - Making sure their actions do not cause any other member of our school community to feel bullied or intimidated.
 - Show care in the language they use so that other members of our community aren't offended, threatened by their language or personally abused.

- Only uploading video, audio or photographs of members of the PAS community with prior teacher approval.
- Students do not have permission to use their school g mail account to access social media outside of school hours. Doing this may result in the closure of their account and their parents/caregivers notified of the breach.

PARENT/CAREGIVER GUIDELINES

- Classroom blogs and other social media tools open up communication between students, parent/caregivers and teachers. This kind of communication and collaboration can have a significant impact on learning at PAS. The school encourages parent/caregivers to participate in such activities when appropriate but requests that parent/caregivers act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well. PAS does not endorse or encourage social media accounts where there is an age restriction.
- Parents should be aware that many social media sites have age restrictions that have implications for primary aged children. Parent/caregivers need to monitor their children's online social media activity and read the terms and conditions of various social media sites and applications their children are interested in using. eg Facebook, Instagram and Snapchat are all restricted to those 13 years of age and above.
- Before uploading photos, audio or video of anyone but their own children, parent/caregivers should seek appropriate permission from the parent/caregiver of the student. This also applies in relation to the privacy of the staff of PAS.
- Online postings and conversations are not private. Parents should not share confidential information, internal school discussions, or specific information about students, staff or other parent/caregivers.
- Be conscious that all users of social media sites should do whatever they can to not identify any child by name or associate them with a particular school.
- Parent/caregivers should not participate in spreading false or unsubstantiated rumours or false information regarding the PAS community and its members.
- When assisting with classroom and other school activities (e.g. camp), use of social media sites should be restricted to their own child. If requested by a staff member not to share during a particular event, respect the reasons behind the request.
- No person shall set up a social media account using the PAS name, logo or other identifying features which could be misrepresented as an officially endorsed PAS account without permission from the Board of Trustees.
- No school sanctioned social media site shall be provided permission where moderation by a member of staff or Board of Trustees of PAS is not available.

STAFF AND TEACHER GUIDELINES

- Social media in relation to staff relates to blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.
- Staff should not accept students as 'friends' on their own social network sites or interact with students on social media sites. In the interests of transparency, we recommend that staff advise management of any social media contact that they may receive from students. The purpose of this is to ensure that staff are not subject to allegations relating to social media misconduct.
- Staff should not actively 'look up' or search for any student or their family using social media.
- Staff and student online interaction must occur only in an educational context using tools that are accessible and able to be overseen by appropriate school staff.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social media sites.
- Staff should not post information or pictures of current students on their own personal social media accounts.
- Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with PAS then they need to be aware that they are by definition representing the entire school community. Staff should ensure that content associated with them is consistent with their work at the school and the school's values and ethos and Teachers Council expectations.
- Staff should not participate in spreading false or unsubstantiated rumours or false information in regard to the PAS community and its members.

- When contributing online, staff should not post confidential or identifiable student information.

MANAGING CHANGE AND ISSUES ARISING

- We acknowledge that technology changes rapidly. If any member of the PAS community has a concern or question pertaining to social media sites, this should be directed to the principal.
- Parent/caregivers, students or staff who have a complaint or issue arise from PAS social media should contact the principal.

Reviewed: May 2023