SOCIAL MEDIA POLICY

SAGE COLLEGE
JEREZ

1.1 Aims

- The aim of the social media Policy is to set standards of behaviour for the use of social media that are consistent with the values and expectations of SAGE COLLEGE.
- SAGE COLLEGE aims to protect the safety and well-being of students, teachers and the school community. If, however, there is a breach of the SAGE COLLEGE social media Policy the school will undertake disciplinary action and will be dealt with on a case by case basis.
- All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to police where the school is required to do so.

1.2 Rationale

- SAGE COLLEGE recognises the importance of teachers, students and parents engaging, collaborating, learning and sharing through social media applications. These applications include, but are not limited to, Facebook, Twitter, Blogs, and other online tools through which people connect and share information.
- All members of the SAGE COLLEGE community are expected to uphold the values of the school in all social media interactions. Staff, students and parents will not act in such a way that the image of SAGE COLLEGE is brought into disrepute nor in a way that harms members of the school community.
- Therefore, it is expected that SAGE COLLEGE staff, students and parents 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 SAGE COLLEGE or any member of the school community.

1.3 Definitions

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media refers to all social networking sites. These sites include, but are not limited to, Facebook, Twitter, LinkedIn, Google+, KIK, Instagram, SMS, YouTube and includes emails and mobile devices.

1.4 Rights and Responsibilities

- Staff, students and parents are expected to show respect to all members of the school community.
- Staff will: Plan for the inclusion of cyber safety awareness within the curriculum with guidance from relevant education authorities.
- Parents will: Be responsible for being aware of and informed about their children's online activity and be proactive in the supervision and guidance of their children considering this policy and the school's core values.

1.5 Student Guidelines

- When using social media, students are expected to ensure that they
- Read and agree to the terms and conditions of various social media sites as many of them have age restrictions for their use. E.g. Facebook, Instagram and Gmail are all restricted to those 13 years of age and above;
- Are aware of what they are posting online, and that social media sites and applications are public forums;
- Are not permitted to join a staff member's areas on social networking sites (if students attempt to do this, the member of staff is to refuse the student access and inform the head of school and the student's parents);

- Will not access social networking sites during the schoolworking day without permission from a member of the school teaching staff;
- Do not post content that is hateful, threatening, pornographic, or incites violence against others; · Respect the rights and confidentiality of others;
- Follow SAGE COLLEGE code of conduct when writing online;
- Do not impersonate or falsely represent another person;
- Remain safe online and never give out personal information (this includes last names, phone numbers, addresses, exact birth dates and pictures);
- Do not bully, intimidate abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the school community;
- Do not harm the reputation of SAGE COLLEGE or those within its community; and
- Do not upload video, audio or photographs of any member of the school community (students, parents or staff) without seeking and gaining appropriate permission.

1.6 Parent and Guardian Guidelines

Classroom blogs and other social media tools open communication between students, parents and teachers. This kind of communication and collaboration can have a large impact on learning at SAGE COLLEGE. The school encourages parents to participate in such activities when appropriate but requests that parents always act responsibly and respectfully, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

Parents should adhere to the following guidelines:

- Be aware that many social media sites have age restrictions that DO HAVE implications for their primary aged children. Parents 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. Parents need to be aware that many of them have age restrictions for their use. E.g. Facebook, Instagram and Gmail are all restricted to those 13 years of age and above.
- Parents need to be aware that they are in breach of terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply.
- Before uploading photos, audio or video, parents need to seek appropriate permission from any individual involved. This most particularly applies in relation to the privacy of the staff of SAGE COLLEGE.
- Online postings and conversations are not private. Do not share confidential information, internal school discussions, or specific information about students, staff or other parents.
- Be conscious of the fact that expert advice given is that all users of social media sites should do whatever they can to not identify any child by name or associate them with a school.
- Parents will be asked to sign a consent form for students when teachers set up social media activities for classroom for learning use.
- Parents will not attempt to destroy or harm any information online.
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents are highly encouraged to read and/or participate in social media activities.
- Parents should not distribute any information that might be deemed personal about other students participating in the social media activities. This includes photographs.
- Parents should not upload or include any information that does not also meet the student guidelines above.
- Parents should not participate in spreading false or unsubstantiated rumours or false information in regard to the SAGE COLLEGE community and its members.
- Parents assisting with classroom activities should not make use of social media sites while involved in such activities.

1.7 Staff and Teacher Guidelines

- Social media in relation to staff and teacher relates to blogs, wikis, podcasts, digital images and video, instant messaging and mobile devices.
- Online behaviour should always demonstrate respect for the dignity of each person.
- Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
- Staff should not accept students as “friends” on their own social network sites or interact with students on social networking sites.
- Staff and student online interaction must occur only in an educational context.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
- While staff have permission to post photographs of students to the class blog, they do not have permission to post details that would identify any child.
- 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.
- Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values and ethos.
- The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with SAGE COLLEGE, then they need to be aware that they are 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.
- Staff should not participate in spreading false or unsubstantiated rumours or false information regarding the school community and its members.
- When contributing online staff should not post confidential student information.
- Staff should visit their profile's security and privacy settings on social networking sites. At a minimum, staff should have all privacy settings set to 'only friends'.

1.8 Managing issues and changes

We acknowledge that technology changes rapidly. If any member of the SAGE COLLEGE community has a concern or question pertaining to social media or social networking sites, this should be directed to the school leaders. Parents, students or staff who have a complaint or issue that arises from social media should contact the school.

This policy will be reviewed as part of the school’s three-year review cycle.

1.8 Photographs and Recordings Taken by Family Members

Sage College does not authorise parents, family members or visitors to take photographs or make video recordings within the school premises, particularly where other minors, staff members or members of the school community may appear.

Any capturing, use, publication or distribution of images by family members or third parties shall be the responsibility of those carrying out such activities, who must respect image rights, privacy and applicable data protection legislation, particularly in relation to minors.

Sage College shall not be held responsible for recordings or publications made independently and without authorisation by third parties, provided that such activities are beyond the school's involvement or control, without prejudice to any legal responsibilities that may apply to the school.