



Human Resources

Social Media Policy - Organisational Usage

Social Media Organisational Usage

Introduction

South Coast Baptist College recognises the importance of social media tools as a mechanism for both individuals and organisations to engage and share information. We have two distinct policies dealing with social media activities, this policy and the Social Media Personal Usage Policy. This policy is to be followed with respect to the administration and/or publication of content on South Coast Baptist College's own social media sites and websites, including the Newsletter site.

Purpose

This policy outlines the appropriate use of Social Media for Organisational purposes by staff, students, and representatives of South Coast Baptist College. It aims to ensure that social media is used in a way that supports the College Values, protects the reputation of the school, and safeguards the wellbeing of the school community.

Scope

This policy applies to:

- All official school social media accounts,
- College Websites and Newsletter Sites,

- Staff members who manage or contribute to school social media,
- Students and parents, when engaging with school-related content,
- Any third-party contractors or volunteers authorised to post on behalf of the school.

Social media accounts include, but are not limited to, the following.

- Social Networking Sites – such as Facebook, LinkedIn, Google
- Video/Photo Sharing Sites – such as YouTube, Flickr, Snapchat, Instagram, TikTok
- Micro-Blogging Sites – such as Twitter, Yahoo Buzz, Meme
- Weblogs – corporate, personal or media blogs published through tools such as WordPress and Tumblr
- Forums & Discussion Boards – Whirlpool, Yahoo! Groups, Google Groups
- Geo-spatial Tagging – such as foursquare
- Online Multiplayer Gaming Platforms – such as second life
- Instant Messaging – including SMS
- Vod and Podcasting
- Online Encyclopaedias – Wikipedia
- Any other platforms or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

Roles and Responsibilities

Whilst we welcome staff ideas and contributions, given the potential legal and commercial sensitivities of publishing content under the South Coast Baptist College brand, only authorised staff known as Authorised Social Media Publishers (ASMP's) are permitted to publish content on our social media sites. ASMP's receive specific training relating to the management and publication of social media content.

Any staff member taking photos or producing media for use on College social media and websites (General and News Sites), is responsible for ensuring that the students and staff have the correct

permissions for the purposes developed.

South Coast Baptist College takes a united online presence; as such all content must be streamed through the College's core platforms. Unique platforms for individual programs and learning areas are not permitted.

For clarity:

- ASMP's must follow the guidelines they receive during training, as well as the Social Media - Personal Usage Guidelines when posting content.
- Only ASMP's are authorised to publish content on South Coast Baptist College's social media sites.
- ASMP's are only permitted to publish content on the specific social media tools with respect to which they have received authorisation.
- Staff who are not registered as ASMP's are prohibited from publishing content on South Coast Baptist College's social media sites.
- ASMP's are prohibited from publishing content on the South Coast Baptist College social media sites where they have not received express authorisation.

Procedures

Should you wish to contribute content for publication through the College's social media or websites, please submit your contribution to the Development Office via the approved Ticketing System.

Please keep in mind the following general contribution guidelines.

- Know how we use social media at South Coast Baptist College - Before you start, review our social media sites to familiarise yourself with the style of language used and the protocols we have adopted.
- Do not disclose any Confidential Information or Commercial in Confidence Information. Refer to our Confidentiality Policy.
- Ensure the content you wish to contribute:

- o does not reflect poorly on our college.
- o does not belittle other people or organisations.
- o does not breach third-party copyright
- o has been fact-checked and is grammatically correct
- If in doubt, check with the Development Office or the Executive Assistant to the Principal who has overall responsibility for the management of social media at South Coast Baptist College.
- Comments and messages will be monitored by the Development Office.
- Students, parents, and the College community are encouraged to engage with school accounts respectfully.
- Bullying, harassment, or inappropriate comments will not be tolerated.
- Students and families must not create accounts that impersonate the College and Staff

Connect Parent Groups via Social Media platforms

Our Primary College Teachers (in collaboration with the Deputy of Wellbeing (Primary)) create and administer Connect Parent Groups via Social Media (Facebook). They select a parent representative to help administer the group. The purpose of the Parent Connect Social Media Group is to support the classroom teacher with communications directly relevant to their classroom. It is the classroom teacher and elected Parent Connect job to ensure that the following conditions are upheld.

The following conditions need to be placed in the 'about' section when creating a Connect Parent Group on social media.

"Conditions:

The group created is strictly for parents or carers of the specified teacher. This group is for information, reminders and updates specifically related to the class only. No photos should be posted without consent or permission (refer to College Database for photo permissions).

Any inappropriate posts will be deleted."

The College crest cannot be used as a banner or image on the Parent Connect Facebook Pages. Please contact the Development Office for the correct file to use, otherwise, use appropriate

photos that are supportive of our College brand and culture.

Following the completion of the

Privacy Guidelines

From time to time, the names of staff, or photos of staff, may be posted on our social media sites to promote South Coast Baptist College activities. These will only be added with the express permission of the staff member/s involved and will not include identifying tags.

Strict guidelines should be followed to check student Photo Permissions on the College database for use on our various online platforms. Posts referring to students must not contain their surname. First Name and Surname initial only is acceptable. Eg. *On Friday, the SCBC Primary Girls Football Academy won the WASSA State Grand Final 3-1. Congratulations, ladies, what an incredible game! Further congratulations to Miley, who was awarded Player of the Finals.*

Use of Personal Devices

Staff are only permitted to use personal devices to capture College activities involving students and their works during the ordinary course of their job.

Files obtained should be promptly moved to the College files/SharePoint and removed (Deleted) from personal devices.

If In Doubt

Seek advice from the Development office regarding South Coast Baptist College's use of social media.

Notify Us

If you notice material you consider inappropriate or inconsistent with this Policy, it should be reported immediately to your Line Manager/Head of School or to the Principal so that appropriate action can be taken.

Breach

A breach of this Policy, may result in disciplinary action, including dismissal and may be reported to external authorities.

Related Policies

- [Social Media Personal Usage Policy](#)
- [Confidentiality and Privacy Policy](#)

Related Documents

[Authorised Social Media Publisher Application Form](#)

Policy Version Control

Version Number	Document Owner	Executive Team Approval Date	Board Approval Date	Last Reviewed	Review Frequency	Next Review Date
4	Executive Assistant/H R Manager	March 2025	March 2025	Term 1 2025	Annually	Term 1 2026