



6.1.10 Social Media Organisational Usage

This Policy exists to help optimise wellbeing at SCBC.

What Is The Definition Of Social Media?

Social media refers to online tools which provide individual users and/or organisations with the ability to create and share content in online communities. Social media tools 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
- **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** websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

Our Policies

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 is to be followed with respect to the administration and/or publication of content on South Coast Baptist College's own social media sites (**Social Media-Organisational Usage Policy**) and the other policy provides guidelines for staff when they use their own personal social media accounts (**Social Media-Personal Usage Policy**).

Business Usage Guidelines

South Coast Baptist College uses several different social media tools including Facebook to communicate with our stakeholders, prospective stakeholders and other interested parties.

To ensure currency, and management of the South Coast Baptist College brand, it is very important that these social media tools are actively managed, and the guidelines set out in this policy are strictly adhered to.

Only ASMP's Are Authorised To Publish Content On Our Social Media Sites

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.

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.

Social Media Contribution Guidelines

Should you wish to contribute content for publication through any of our social media sites 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 protocols we have adopted.
- Do not disclose any Confidential or commercial in confidence information. Refer to our Confidentiality Policy.
- Ensure the content you wish to contribute:
 - does not reflect poorly on our college.
 - does not denigrate other people or organisations.
 - does not breach third party copyright
- If in doubt, check with The Marketing Manager who has overall responsibility for the management of social media at South Coast Baptist College.

If you have prepared some content you wish to contribute contact The Marketing Manager to discuss how you might go about getting it published.

What Should I Do If I Want To Become ASMP?

Should you wish to obtain authorisation to use one or more of our social media tools please:

- Complete an application form that will be authorized by the Head of School, Director of Finance & Operations and the Principal.

Contact the Marketing Manager for more information regarding the application form and who has overall responsibility for the management of social media content and training of ASMP's within South Coast Baptist College.

Connect Parent Groups via Social Media platforms

Our Primary College Teachers creates and administers Connect Parent Groups via Facebook. They select a parent representative to help administer the group on Facebook. The guidelines stipulated in this Policy applies to our College Teachers and Parents who will be administering the Connect Parent Groups on Facebook.

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, reminder and updates specifically related to the class only.
- No photos should be posted without consent or permission (refer to SEQTA for photo permissions).
- Any inappropriate posts will be deleted.
- Should you wish to use a College logo for the Facebook banner, please contact the Marketing Manager for the correct file to use, otherwise use appropriate photo's that are supportive of our College brand and culture.

Privacy Guidelines

From time to time, the names of staff, or photos of staff, may be posted on our social media sites for promoting South Coast Baptist College activities. It is our Policy that 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 photo permissions on SEQTA of student photos used on our various social media platforms.

Our Property and Computer Surveillance Notification

All messages generated on or handled by the South Coast Baptist College internet/email facility, including back-up copies, are South Coast Baptist College property.

We carry out computer surveillance on an ongoing basis, through intermittent inspection of computer and email files and records. This is to ensure appropriate use of the facility.

If In Doubt

Seek advice from your Line Manager or the Marketing Manager 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 with this Policy, may result in disciplinary action including dismissal.

Date Reviewed: 26/06/2021

Next Review Date: Term 2, 2023



SOUTH COAST
BAPTIST COLLEGE

OUR MISSION
Shaping rigorous minds
and compassionate hearts

OUR VALUES
Wisdom, Grit,
Love and Hope

OUR VISION
SCBC is a thriving Christian community
that inspires learning as a means of
transforming and empowering lives

SCBC Authorised Social Media Publisher (ASMP)

Application Form

I am applying to become a SCBC authorised social media publisher.

I agree to abide to the Terms and Conditions of this position stipulated in 6.1.10 Social Media – Organisational Usage.

Staff Name: _____

Signature: _____

Date: _____

Authorised by:

Head of School

Date: _____

Director of Finance & Operations:

Date: _____

Principal

Date: _____