



Rosary School

SOCIAL MEDIA GUIDELINES

Context

Rosary School acknowledges the increasing use of social media to enhance learning and for business/marketing purposes. We celebrate the use of social media to foster and support positive relationships and inclusion through the promotion of a culture of respect for all and a search for truth and justice.

Scope

This document is designed to assist our school community to develop a set of guidelines that reflect our Catholic Identity and Dominican Charism, respect and inclusivity at Rosary school. It provides guidance for staff, students and families in our use of social media and compliments CESA policies and documents.

This document covers:

Principles and context

Social media and learning and teacher

Social media and communicating/marketing

Various Platforms – purpose, roles, responsibilities

Social Media Principles and Context

What:

Social media is an interactive digital platform for learning, communicating and marketing. Online communities enable various groups of users to be connected, create, share and consume content.

Rosary school models, teaches and learns together in the digital space, informed by our commitment to the dignity and worth of each person, whilst building respectful relationships in real time and online.

Our goal in using social media is to enhance learning, provide meaningful communication connections, leave a positive digital footprint, represent our school well, communicate responsibly and safely.

Discernment

Rosary school will ask a number of questions in relation to the purpose and use of any platform under consideration.

- What is the purpose of each platform?
- What kind of communication will be safe for students and families to use?
- Which platform will enhance learning?
- Will they be closed networks, open-authorised sites or private?
- Where is data housed and who owns it?
- How will the branding, images or context enhance the image of the school?
- What kind of content can be provided?

- How will community members access our policies and guidelines for use?
- Which platforms will meet our goals?
- Who will manage the social media content and platforms?

Social Media and Communicating / Marketing

Social media offers the opportunity for us to connect with our community / audience. It provides opportunities for users to:

- Share and communicate stories, current events, news and achievements in the community
- Access useful information and resources
- Listen to community members and respond to their enquiries in relation to the school
- Enhance communications with our community members
- Create digital content and publish it online
- Build online communities which enhance the level of collaboration and sharing of resources.

Documentation that supports our guidelines:

www.safeschoolshub.edu.au/home

The e-Smart Schools framework: www.esmartschools.org.au

The eSafety Commissioner: <https://www.esafety.gov.au/>

CESA [Social Media Policy](#)

CESA [Social Media Guidelines](#)

SACCS ICT Policy [ICT Policy](#)

CESA [Code of Conduct](#)

Specific Platforms

Facebook:

Official and Public Page

Purpose:

Rosary School has an established an official school page:

<https://www.facebook.com/RosarySchoolProspect>

2 staff are appointed administrators.

This digital presence is to:

- Provide a public profile
- Promote positive communication between the school and the community
- Share and celebrate living, learning and leading at Rosary School in 3 key domains: Catholic Identity, Learning and Community.
- A platform to share CESA news and information with families.
- Relevant and timely resources for families
- Third party collaborations eg. Newmarch Gallery – if they post about us, we may share their content on our page.
- Event Reminders (weekly)

Administrator Responsibilities:

- Be familiar with the concept, functioning and use of the platform
- Understand and be familiar with the CESA Code of Conduct, various policies and image consent form
- Ensure appropriate image consent permissions are in place
- Respond to feedback and inquiries
- Post regular updates
- Respond to any inappropriate comments in a timely and respectful manner

Teaching Staff:

Send best photos on the same day where possible, with a short explanation.
Only send photos to administrators after image consent has been checked.

Community:

- Encouraged to like posts
- Encouraged to post relevant, respectful comments that are positive
- Share any posts that they wish on their own pages

NB: Facebook terms and conditions state that no one under the age of 13 years should have a Facebook profile.

Disclaimers:

The Rosary School Facebook page:

Comments on a post does not necessarily reflect the policies or opinions of the school. We adhere to Facebook's Statement of Rights and Responsibilities and Content Code of Conduct and reserve the right to remove any content that is abusive and or profane as well as advertisements for services, activities and events not associated with our school.

The page is open to public comment but does not endorse and is not accountable for, any views expressed by third parties using social media.

This site is a public space on the internet. Most interactions are publicly viewable, can be traced back to their origin and are searchable over time.

When the community uses Facebook they are using an external site. Facebook has its own guidelines and legal policies and the community are bound by their terms and conditions of use. Rosary School encourages everyone to read the information posted on the sites before participating in Facebook.

Monitoring and Analytics:

Using the Facebook tools
Monitor traffic, growth and measurables

Unofficial and closed page – Rosary Families**Purpose:**

Provide a closed and safe space for parents to communicate
Promotes positive communication between families

Uniform sharing

Promoting a sense of connectedness to each other and to the local community

Create a sense of belonging as families

2 parents are appointed administrators (*P&F committee as moderators*)

School Leadership Team members will be a point of contact for the administrators if questions should arise or dialogue is required.

Administrator Responsibilities:

- Be familiar with the concept, functioning and use of the platform
- Understand and be familiar with the CESA Code of Conduct
- Photos of children from other families are not to be posted
- Welcome new members
- Questions about teaching, learning, school policies should always be directed back to the School Leadership Team etc.
- Provide answers to any questions with a hyperlink back to our official platforms – Facebook, SchoolStream or our School website.
- Have the authority to remove members not abiding by these guidelines
- Respond to any inappropriate comments in a timely and respectful manner – deleting the post and following up with the person
- Remove any content that is in breach of the values and mission of Rosary School or CESA's Code of Conduct.
- Beginning of each year - A thank you message to families who have left. Provide a year of 'grace' and then liaise with school Admin around managing membership of previous families.

User's Responsibilities:

- Use appropriate G rated language
- Posts should follow the purpose of the page (see above)
- Posts should promote a positive image of the school
- Support the vision and the mission of Rosary school
- Promote Catholic Identity and the Dominican Charism

Overview of our Platforms

WHAT PLATFORM	PURPOSE	BY WHOM	OTHER
Newsletter	Main form of communication around school strategy, vision, news, information, events, celebration, Catholic Identity	Margaret Principal, DP, APRIM and a class each fortnight. Other teachers overseeing events, activities. Eg Italian day, Sports day etc.	ONLINE: Week 1 then fortnightly even weeks. Website Email and SchoolStream Any items for newsletter to be sent to Margaret by Tuesday even weeks)
Website	Community both Internal External – prospectus <i>Community Calendar of Events</i> Newsletter Events Forms Enrolment Curriculum Policies	Karin, Lisa, Margaret	Lisa to oversee addition of events in School SharePoint calendar where appropriate
Facebook – School Page	Provide a public profile Promote positive communication between the school and the community Share and celebrate living, learning and leading at Rosary CESA news and information with families. Promote learning and wellbeing resources for families Third party collaborations Event Reminders	Lisa and Caroline	Any staff member can send good quality photos (Must have image consent) with short blurb.
School stream	Alerts & Notifications Parent communication Newsletter alert Information Sharing - whole school Post links for events or website Forms Absences	Margaret, Lisa, Karin	Advise Margaret of any notifications
Class platforms – seesaw, email	Share learning Class news / events only Term Overview (year level) Direct communication re a student Learning and Assessment pieces	Class teacher and students Specialist Teachers to utilize Leadership	
Rosary Families FB Page	Provide a closed and safe space for parents to communicate Promote positive communication between families Uniform sharing Promote a sense of connectedness to each other and a sense of belonging	Hamish McKenzie	Redirect any queries to school stream, website or the school leadership team if not already published.