

Social Media Policy



Redeemer
Lutheran
School

Grow up to Christ



Purpose

The purpose of this policy is to set standards of behaviour for the use of Social Media that are consistent with the broader values and expectations of the Redeemer community. It is about creating an atmosphere of trust and individual accountability.

Our community can only function effectively when all members afford and treat each other with respect. Members of the School community are expected to give respect to others and the reputation and good name of the School.

This policy is not intended to discourage nor unduly limit personal expression or online activities; however, the potential for direct or indirect damage to be caused to others in our Community or the School through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the Lutheran Ethos of the School. For staff the highest Professional Standards are outlined in, but not limited to the Staff Code of Conduct.

When using Social Media, ALL members of our community are expected to:

- Demonstrate reasonable personal and professional boundaries and behaviours.
- Demonstrate good digital citizenship.
- Ensure their online behaviour reflects the same standards of honesty, respect, and consideration, that a reasonable person uses when communicating face-to-face.
- Respect the rights, privacy and confidentiality of others.
- Not knowingly provide incorrect, defamatory or misleading information about the School's own work, the work of other organisations, or individuals.
- Consider whether how and what you post reflects on your professional or personal character, and the welfare of others.
- Protect the privacy and security of the School, its employees, students, parents, partners and suppliers.
- Think before they post.
- Not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, threatening, violent, racist, sexist, pornographic, infringes copyright or is otherwise unlawful or might cause damage to the School's reputation or bring it into disrepute.

Policy Statement

Redeemer Lutheran School realises that part of contemporary learning is adapting to the changing methods of communication. The School recognises that the use of Social Media can be an effective business and social tool and that such media is commonly used by members of the Redeemer community to express their views, comments, and ideas on a whole range of issues. However, it is also an area in which rules and boundaries are constantly being tested.

Staff, students and parents must behave ethically when interacting online and will be held accountable for their actions inside and outside of school hours where their actions have a negative impact on the well-being of students and staff and the reputation of the School. This policy acts in conjunction with other Redeemer policies in order to maximise our social media reach, while protecting our public reputation.

Redeemer expects those who are part of the School community, when using Social Media, to show courtesy and respect to others, including those within the School community. It should not be used to abuse others, expose them to offensive or inappropriate content or to denigrate or show disrespect for the School or members of its community.

It is important to note that even with the strictest privacy settings what a person 'says' online should be in keeping with the expectations outlined above. A 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum. As such a person is always responsible for what they post regardless of circumstances or intention.

Links to Other Policies / Documents

A breach of this policy may also involve a breach of other Redeemer policies, such as, but not limited to our:

- Behaviour Development Policy
- Bullying Prevention and Intervention Policy
- ICT Acceptable Use Agreement
- Essential Agreements
- Privacy Policy
- Child Safe Policy
- Child Safe Adult Code of Conduct

Breach of this Policy

Any breach of this policy will be considered by the Principal or his/her delegate as serious, and will be dealt with on a case- by- case basis.

All reports of cyber bullying and other technology misuses will be investigated and may result in a notification to Police where the School is legally obliged to do so.

If an employee comes across negative remarks about the School and/or its operations online, they are required to pass these onto the School.

Student sanctions may include, but are not limited to, the loss of computer privileges, suspension, or exclusion from the School.

Staff who breach this policy will be subject to disciplinary measures.

Parents/Caregivers who intentionally, or repeatedly breach this policy, will put their child's enrolment at risk.

Definitions

Social Media - websites, applications and games that enable users to publish, create and share content or to participate in social networking, i.e. Facebook, Instagram, Snapchat, TikTok.

Scope – This policy applies to our School community: including staff, students and parents/caregivers.

Policy Review Date: July 2025