



ST GREGORY'S COLLEGE CAMPBELLTOWN

100 Badgally Road, Gregory Hills 2557
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11 February 2020

Dear St Gregory's College Parents and Carers

Re. Social Media Expectations

St Gregory's College Campbelltown recognises the importance of social media applications as a method of communication for both individuals and the College to engage and share information. Students, staff, parents and carers have a responsibility to ensure that they engage appropriately with social media, especially if it is linked to the College.

The purpose of this letter is to inform and reiterate to parents and carers of the College Social Media Policy and to provide parents and carers with a direction when participating in social media activities connected to St Gregory's College including Facebook, Instagram, email, SeeSaw and any other social media platforms used in connection to the College.

Parents and carers using social media in a personal capacity must take due diligence to ensure that any comments, opinions, photographs or contributions made online are their own, and cannot be interpreted as an official statement or position of St Gregory's College Campbelltown. You are also expected to maintain the same high ethical standards of conduct and behaviour online as would be expected in a physical work/College environment.

I ask that parents and carers be respectful of the opinions of others. Anything you post or comment on should assist in building and supporting the College community. Online behaviour should also reflect the same standards of honesty, respect and be in accordance with the Catholic and Marist ethos of the College.

The College understands that some parents and carers of students at the College have set up their own Facebook pages. Since these pages are not managed by a College staff member, it is paramount that the *College Social Media Policy – Parents and Carers* is adhered to. The *College Social Media Policy – Parents and Carers* is located on our website and we have also attached this policy for your reference.

If parents and carers come across any negative or offensive comments about the College and/or its operations online that you believe are important, we ask that you pass on these posts to the College Principal who will consider such comments on a case by case basis.

A breach of the *Social Media Policy – Parents and Carers* will be dealt with by the College Principal (K-12) in line with the *Social Media Policy – Parents and Carers*.

The College recognises that parents and carers may wish to use social media and technology in their personal and professional lives, and we in no way intend to discourage or unduly limit your personal expression in online activities. However, you should recognise the potential damage that can be caused (either directly or indirectly) to yourself, others and the College in certain circumstances via your personal use of social media and technology.

Please remember that you are a role model for good digital citizenship for your children.

Thank you for your support and cooperation.

Yours sincerely,

Lee MacMaster
College Principal (K-12)



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Social Media Policy – Parents and Carers

RATIONALE:

St Gregory's College Campbelltown (the 'College') understands that contemporary life requires adapting to ever changing methods of communication. The College has policies for appropriate use of Social Media by staff and students. As part of the St Gregory's College community, parents and carers of the School also have a responsibility to engage appropriately with Social Media that is linked to the College. The College has developed the following guidelines to provide direction for parents and carers when participating in Social Media activities, e.g. classroom blogs, the College Facebook page, emails or any other Social Media platform/s used by parents and carers in connection with the College either directly, or indirectly in circumstances where the College, a parent, staff member and/or student of the College is identifiable.

The College encourages parents and carers to set and maintain high ethical standards in their use of social networking. Be respectful of the opinions of others. Your posts and comments should help build and support the College community. Your online behaviour should reflect the same standards of honesty, respect, and consideration that you use in face to-face interactions with the College and be in accordance with the Catholic and Marist ethos of the College.

DEFINITIONS:

Social Media

Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information. Social Media may include (although is not limited to)

- social networking sites (eg Facebook, Instagram, Snapchat);
- video and photo sharing websites (eg Youtube, Flickr, Vimeo);
- blogs, including corporate blogs and personal blogs;
- blogs hosted by media outlets (eg 'comments' or 'your say' feature on theage.com.au);
- micro-blogging (eg Twitter);
- wikis and online collaborations (eg Wikipedia);
- forums discussion boards and groups (eg Google groups, Whirlpool);
- vod and podcasting;
- online multiplayer gaming platforms (eg World of Warcraft, Second life);
- electronic messaging (including email and SMS);
- geo-spatial tagging (Foursquare)

GUIDELINES

The following guidelines apply:

- Not use the words "St Gregory's College, St Greg's, St Greg's Junior School, St Greg's Senior School, nor the College's official name, logo or images of College publications on social media, including social media group accounts;
- Adhere to the Terms of Use of all relevant social media platforms/websites including privacy, copyright, discrimination, bullying and harassment and other applicable policies and laws;
- Use social media in a respectful and responsible manner;
- Child Protection protocols must always be observed;
- Keep in mind that school staff members are not permitted to either make or accept invitations to or from parents and carers to join Social Media sites;
- Not post photographs or videos without the permission of the subject. Especially where there is photography/video privacy of staff and students or members of the College. Approval must be gained prior to posting of photograph/video from the student's parent, carer or staff member.
- Refrain from acting in such a way that brings the College into disrepute or in a way that is harmful to members of the College community;

- Ensure that you do not use, disclose or comment or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory and infringes copyright;
- Not post or forward College material, including duplicating College publications, letters, emails or any material that is official College business;
- Not misrepresent the College or any member of the College community. This includes making mention of staff in posts or comments;
- Not discuss sensitive College matters with other parents and carers using Facebook, Instagram or other social media outlets;
- Not impersonate or falsely represent another person;
- Not post content that is hateful, threatening, pornographic or incites violence against others;
- Not harm the reputation and good standing of the College or those within its community.

COMPLIANCE/ BREACH OF THIS POLICY

- Depending on the circumstances, non-compliance with this policy may constitute a breach of your enrolment contractual obligations, sexual harassment, child protection or criminal laws, discrimination or some other contravention of the law.
- It is important to note that reports of cyber bullying and other technology abuses may result in a notification to the Police or other relevant authority/ies where the school is legally obliged to do so.
- Failure to comply with the policy by a parent may, in serious cases, put at risk the continuation of their child's enrolment at the school. In serious cases, termination of the enrolment contractual agreement by the school may result.