



## Lowther Hall Anglican Grammar School

17 Leslie Road, Essendon 3040  
PO Box 178, Essendon 3040

# Social Media Policy and Guidelines



# SOCIAL MEDIA POLICY AND GUIDELINES

Lowther Hall Anglican Grammar School (the “School”)

## 1. DEFINITIONS

Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

The Social Media Policy and Guidelines applies to any online forum managed by Lowther Hall, or by parent representatives for purposes of communication with other members of the Lowther Hall Community including but not limited to platforms such as Facebook and LinkedIn.

## 2. PURPOSE AND CONTEXT OF POLICY

Lowther Hall recognises the importance of social media tools as a mechanism for members of the School Community and the greater public to engage and share information on the School and its related activities or achievements.

The purpose of the Social Media Policy and Guidelines is to ensure staff, students, parents/guardians and the general Lowther Hall Community interact with one another in ways that demonstrate respect for others including the School, and do not imply Lowther Hall’s endorsement of personal views.

It is also intended to provide clear boundaries and expectations for the School to follow when using, maintaining and monitoring its social media platform(s), in order to maintain the best interests of the School, students and parents/guardians including issues of privacy.

## 3. SCOPE AND APPLICATION

The Social Media Policy and Guidelines applies to staff, students, parents/guardians and the general Lowther Hall Community when using, managing and monitoring any social media forum managed by or on behalf of Lowther Hall, as well as any social media forum managed by parent representatives for purposes of communication with other members of the Lowther Hall Community.

Staff and students adhere to the ‘Acceptable Use Policy(s)’ as required by their respective employment and enrolment at the School, which should be used in conjunction with this Social Media Policy and Guidelines.

## 4. POLICY STATEMENT

Personal, academic and professional use of social media by Lowther Hall, its staff, students, parents/guardians and general Lowther Hall community, must not:

- Compromise the effectiveness of the School;
- Defame individuals or organisations;
- Imply Lowther Hall’s endorsement of personal views
- Disclose, without authorisation, confidential information
- Be disrespectful or derogatory about any one or the School.

Lowther Hall will manage and monitor its social media forums in a manner which seeks to:

- Uphold the privacy rights of its staff and students as set out in the School’s ‘Privacy Policy’ and ‘Photography and Video Policy’
- Manage any necessary steps to remove derogatory or defamatory content
- Ensure compliance with this policy by users

## 5. PRIVACY AND PROTECTION

**5.1** As set out in the School's Photography and Video Policy, the School will publish and disclose photographs and films of students on its digital social media platforms, to inform parents/guardians, students, staff, the public and wider school community of academic, musical, theatrical, sporting and other achievements of students and staff, and other news likely to be of interest and to inform the School community.

Use by the School of such photographs and films will be governed by the following principles:

- Images will not be used in a way or for a purpose that will be prejudicial to a student's interests
- Images will be used where students are dressed in the official school uniform or sports uniform (or casual clothes at a School or School related event such as camps or excursions) and images of students in swimming costume will only be used if the circumstances are considered appropriate
- Students will not have their name accompany their image unless specific permission has been sought by their parent(s)/guardian(s).
- Lowther Hall will not 'tag' students or staff in images, nor will followers of the page have the ability to do so.

**5.2** Followers of the Lowther Hall Facebook page will have the ability to comment on posted content, however they will not be able to post their own content to the Lowther Hall Facebook page, nor will they have the ability to 'tag' Lowther Hall in their own personal online posted content.

## 6. ENGAGEMENT

The School will endeavour to respond to user comments and messages (whether positive or negative) whenever possible in positive, respectful and professional ways to engage users in dialogue that further benefits the School's image and reputation.

The site will not always be monitored after hours. Administrators will respond to queries or comments in a timely way during business hours.

## 7. GUIDELINES

Online social media platforms have been created to further inform parents/guardians, students and staff as well as to develop the sense of community and connection at Lowther Hall, and promote the School to prospective families. The following guidelines have been created for Lowther Hall as well as its students, parents/guardians, staff, and wider School Community to adhere to, in the spirit and respect of the School's core values.

**Respect:** It is important that all members of our online community are treated in a courteous and respectful manner. Users must not communicate with hostile or indecent language, or make negative comments about past or present members of the School Community. All comments will be monitored by the School and may be deleted if in the opinion of the School such comments are not made in accordance with this policy.

**Integrity:** Users must act with honesty and integrity in what they write. Personal opinions may not always reflect those of Lowther Hall, so the School requests that these posts stay on users' personal Facebook or other social media pages. Users must not impersonate others or be inauthentic as to their identity.

**Relevance:** Users must stick to the topics of discussion led by the School. Off-topic, personal conversations, issues or concerns should be directed to the School privately.

**Privacy:** Parents/guardians, students and staff are expected to follow the terms set out its Privacy Policy; effort must always be made to respect the confidentiality and privacy of others. If in doubt, users should always ask permission of the School as to the confidentiality or privacy of others before

posting content Users must respect copyright of others, and should not claim another person's material as their own.

**Responsibility:** Users are personally responsible for what they write or post online. Whilst it may not be the reality, the general public will often perceive that the views expressed by an individual employee or Lowther Hall Community member, are the views of the School. Therefore members of the Lowther Hall Community need to be aware that when engaging with School social media platforms, they are representing Lowther Hall and its brand along with its core values. Users must not commit the school to any action or initiative without appropriate authority. They must not use the Lowther Hall crest or branded logo(s), or any other Lowther Hall icons or images on personal online sites.

## 8. COMPLAINTS

In the event that any member of the Lowther Hall Community has issue with any of the information set out in this policy, then they should direct their concern to the Privacy Officer at the School: [privacy@lowtherhall.vic.edu.au](mailto:privacy@lowtherhall.vic.edu.au)

## 9. RELATED POLICIES

1. Privacy Policy
2. Photography and Video Policy
3. Acceptable Use policy
4. Copyright Policy

## REVIEW

<b>Lowther Hall Anglican Grammar School Policies and Procedures</b>	<b>Ratification Date:</b>
<b>Alteration Permissions:</b>	<b>Moved:</b>
<b>Principal</b>	<b>Amendment:</b>
<b>Deputy Principal - Head of Senior School</b>	<b>Moved</b>
<b>Deputy Principal - Head of Junior School</b>	<b>Review:</b>
<b>Human Resources and Education Operations Manager</b>	<b>Pages: 3</b>
	<b>Appendices: 0</b>