Whitby Collegiate

Community Social Media Guidelines

This policy applies to anyone using school-related social media.

Expectations

Administrators and users of all Whitby Collegiate social media accounts must use their best judgement when using school social media.

Posts and comments must be:

- polite and represent the school in a good light
- relevant to the school community
- consistent with relevant school policies

    (e.g. **Privacy**, **Digital Technology and Cybersafety**, **Harassment**, **Bullying and Online Bullying**).

Posts and comments must not contain or link to:

- abusive content, bad language, personal attacks, spam
- advertising (unless this is thanking a business for their support)
- identifiable images of a student's face (unless with relevant permission).

If users breach the conditions above, the post/comment may be deleted and the user may be blocked.

Also see **Sharing Images of Students** ☑ and **Publishing Student Information** ☑.

Administrators

Administrators of social media accounts must be currently associated with the school. If an administrator's association with the school ends, they must be removed as an administrator. A senior staff member will always be an administrator on the account.

Anyone setting up a social media page that is associated with the school must seek permission from the chief executive/proprietor's board.

Administrators are responsible for:

- monitoring posts/comments regularly
- removing inappropriate posts/comments (and blocking users if necessary)
- documenting harmful content with a screenshot and removing it as soon as possible
- reporting inappropriate content to senior staff.

Concerns

We encourage parents to contact the school when issues arise. If you have a concern, please let us know before sharing negative personal views online. Also refer to our **Complaints Policy** ☑.

Resources

- Ministry of Education: **Managing Negative Social Media** 📄 (PDF guide)

- **Responding to Digital Incidents** ☑

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Topic type	*Generic - can be tailored*