

Rangiora High School

Board of Trustees



Social Media Policy

Rationale

Rangiora High School recognises that social media provides an opportunity to collaborate and communicate with different groups and wider school communities; and to enhance learning opportunities for students. This policy statement is designed to provide guidance as to the acceptable use of social media by staff and students.

Policy

Rangiora High School believes in a Digital Citizenship model for supporting safe and responsible use of social media. A vital part of fostering this culture is the support that is provided to students in their learning by the "Guides" around them. One of the most important parts of this guidance is the modelling of good digital citizenship skills that young people observe in their day to day interactions on social media.

Rangiora High School Policy is that:

- Staff must ensure that professional boundaries are maintained by following the guidelines in this policy document;
- The values of the school are adhered to in all forms of public statements that might be attributed to the school;
- Students will be encouraged to use social media safely, lawfully and appropriately;
- All use of social media by anyone associated with the school will respect the rights of all to privacy, will be lawful, and will protect the good reputation of Rangiora High School

Definitions

Rangiora High School acknowledges the NetSafe definition of a successful digital citizen as an individual who;

- is a confident and capable user of ICT
- uses technologies to participate in educational, cultural, and economic activities
- uses and develops critical thinking skills in cyberspace
- is literate in the language, symbols, and texts of digital technologies
- is aware of ICT challenges and can manage them effectively
- uses ICT to relate to others in positive, meaningful ways
- demonstrates honesty and integrity in their use of ICT
- respects the concepts of privacy and freedom of speech in a digital world

- contributes and actively promotes the values of digital citizenship

Social media includes any Web site in which visitors are able to publish or share content to a larger group. Content shared may include (but is not limited to) personal information, opinions, research, commentary, video, pictures, or school information. Examples include social networking sites like LinkedIn, Facebook, social bookmarking sites like Del.icio.us, social news sites like Reditt, chat rooms, trading platforms, recommendation sites and all other forms of user-generated digital content.

Reason for this Policy

Information published on social media sites, including images, usually becomes either or both public or owned by the site owner and therefore cannot be controlled. It can be displayed, shared, reposted, altered, and may exist forever.

Consequently, all those who participate in posting to or engaging with social media needs to appreciate that messages can be used for purposes for which they were not originally intended.

Guidelines

Teachers and Support Staff

At all times teachers and support staff have a legal obligation to develop and maintain professional relationships based on the best interests and safety of their students. Therefore, staff must think carefully about how they represent themselves when using social media, including their private space, where they will be considered by many to be representing the values of Rangiora High School. This includes:

1. Exercising good judgment following the principles of ethical behaviour.
2. Using appropriate professional language in all communication.
3. Carefully considering the tone and content of all posts. All content and images must be consistent with Rangiora High School's stated values and beliefs or its agreed position on any matter contained therein
4. Keeping private and professional use of social media separate. This includes not inviting students to their personal social network sites and not accepting invitations from students to their personal social networking sites.
5. By not responding to personal requests for help or advice from students through social media.
6. By seeking the approval of the Deputy Principal in charge for setting up all online spaces set up for social media purposes to avoid legal/ethics issues and to monitor content.
7. Ensuring that all school social media communication is through Rangiora High School official pages.
8. Using privacy settings to ensure that personal information is kept private. Being aware that friends can tag and share information, providing a wider audience than intended.
9. Images of students must never be posted on a social media site without explicit permission from the student's parents in accordance with the New Zealand Privacy Act 1993.

10. Rangiora High School staff should not comment via social media on: legal or other issues, a political party or opinion; a religious entity or opinion; any other organisation's opinion; or a commercial product or service in such a way that your opinion might be inadvertently associated with the School.

Community Guidelines

Past, present and future families, friends and staff can share their thoughts online through Rangiora High School Facebook pages. By following the guidelines below, all members of our online communities will feel welcome and valued.

1. RESPECT – it is important that all members of Rangiora High School's community are treated with dignity and respect. There is not the place for hostile or obscene language, or negative comments about individuals or the school.
2. FAMILY-FRIENDLY – our Facebook page has users that are under 18 years of age.
3. CONTRIBUTE POSITIVELY – These pages are for relevant supportive conversations and is not a forum for debating controversial or personal issues.
4. NON-COMMERCIAL – Rangiora High School does not accept posts of a commercial nature on our Facebook pages.
5. LEGAL –it is important that all posts comply with copyright laws, intellectual property rights, the Privacy Act and Facebook Terms of Service. Rangiora High School will delete all posts that contain discriminatory or defamatory comments or that encourage illegal activity.
6. SCHOOL VALUES – Rangiora High School reserves the right to delete and remove any posts that do not align with the values of the School.

Student Guidelines

Rangiora High School believes in the importance of developing confident and capable users of ICT. Students are encouraged to:

1. PERSONAL SAFETY. To not share or reveal data about themselves that: could be used to impersonate/steal their identity, that might reveal their actual whereabouts
2. RESPECT – it is important that all members of Rangiora High School's community are treated with dignity and respect. There is not the place for hostile or obscene language, or negative comments about individuals or the school.
Misuse of social media might attract complaints from other students or members of the wider community, which may result in disciplinary action.
3. CONTRIBUTE POSITIVELY – To think about the tone of their posts. To check accuracy and facts. Consider all posts carefully in light of how they would reflect on themselves and Rangiora High School.

Permission for Use of Students Images Relating to Social Media and Communications

Rangiora High School will ensure best practice in regards to use of students' images in media and communication. As part of enrolment, RHS will ask parents, caregivers and/or whanau to give permission for the use of images for Rangiora High School communication.

Student images may be used in social media and communications. Images will reflect the School's values. Images may be used for:

- Academic events
- Cultural events

- Leadership activities
- School events
- Sporting events
- Student achievements

In most cases, student images will be part of a group and will not be tagged to individuals. Where there is an image of one or more identifiable student/s (such as for achievements), the student will be informed that it will be used and where it will be used and will be given the opportunity to decline.

For individual images, Rangiora High School will use the student's first name and year group only, with the exception being when sharing a post from external media where the student's full name may have been used. On some occasions, pictures are also taken of parents/guardians. Similar consent will be sought before publication.

Related Policies

- Creative Commons Procedural Policy
- Privacy Policy
- Professional Boundaries Policy
- Staff Responsible Use Agreement
- Student Responsible Use Agreement

Documentation

[Education Council: Teachers and Social Media](#)

Date Adopted by BOT	19 February 2020
Review cycle	Three yearly
Next Review Date	February 2023