



ASQUITH PUBLIC SCHOOL PARENTS AND CITIZENS' ASSOCIATION

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Social Media Policy

Policy

This Policy applies to all financial members, volunteers and employees ('members') of Asquith Public School P&C Association ("P&C Association") while undertaking any role or activity related to the P&C Association.

The P&C Association recognises the benefit of engaging with the school and local community directly through social media channels, particularly for the provision of accurate and timely information and updates on important school community matters.

The P&C Association is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and positive communications in all mediums and by ensuring that children and families of our school community and the school itself are not compromised on any form of social networking or related website.

Policy Objectives

The P&C Association intends to utilise selected forms of communication to promote the work of the P&C Association, the school and to engage the school community.

Responsibilities

Administrators must be part of the P&C Executive and are responsible for the administration and moderating of all P&C Association social media.

P&C Association members are responsible for ensuring that they utilise P&C Association social media appropriately, and where authorised to do so, represent the P&C Association well on external social media.

Implementation

Social media is defined as a group of online applications such as social networking sites (including but not limited to Facebook, MySpace and Twitter), wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

The purpose of social media is to facilitate conversations in a dialogue, and opportunity to promote, listen, share, collaborate and respond to our colleagues and school community.

In using social media all members agree to follow the P&C Association policies including the Asquith Public School P&C Association Code of Conduct (“P&C Code of Conduct”).

Members agree to be clear in representing the P&C Association. Members shall be mindful that their role with Asquith Public School may create a connection between what they say online and the P&C Association itself. Members will identify themselves when discussing P&C Association related topics or issues.

This policy does not apply to personal use when no reference or inference is made to the P&C Association, committee, its members or related issues. Should a community debate relating to the P&C take place on Facebook or other at any time, a member is posting a comment they need to make clear they are making their own comment which is their personal opinion and not the view of the P&C Association. Only persons given authority to access P&C social media accounts can respond as the association.

Where a member uses social media they shall represent the P&C Association well and be sure that the content published is consistent with expected professional standards in accordance with the provisions of the P&C Code of Conduct.

Members shall be mindful that social media posts may have consequences where they are not appropriate and will respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.

Members will be polite and considerate in all social media activities. When referencing the P&C Association, its facilities or services, social media posts must not contain any statement that may bring the P&C Association into disrepute.

Members must ensure that they do not commit the P&C Association into any action or initiative without appropriate authority (ie. Promises of donations or events).

Members must not post material that is threatening, defamatory, obscene, harassing or discriminatory to any individual, group or organisation, including the P&C Association.

Members must ensure appropriate approval is obtained prior to using social media options in an official P&C Association capacity. Members must not post photographs of children or families from school without their express permission.

All official P&C social media posts for the public are originally distributed through its official account rather than through individual accounts.

Members are obligated to immediately report any social media posts that are defamatory, negative, inappropriate, unlawful or threatening information to an Administrator for assessment and removal if necessary. Where a party continues to post negative comments they may be blocked from the P&C Association social media accounts.

This Social Media Policy is as adopted by the Asquith Public School P&C Association general meeting on **15 August 2017**.

Signed President: _____ Name: _____

Signed Witness: _____ Name: _____

Acknowledgement to the © March 2011 NSW Department of Education and Training 'Social Media Policy'.