St Joseph's School Tranmere Social Media Policy

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1 Context

What is social media?

Social media is an interactive digital platform for learning and communicating within and between communities and individuals. An online community enables a group of digital users with a shared interest to create, share or consume online content. Social media allows for local and global connections that are immediate, generally open to all and easy to use.

Building a learning community includes being open to new learning, new ways of working and communicating and creating positive learning experiences.

At St Joseph's School Tranmere we model, teach and learn together in the digital space informed by our commitment to the dignity and worth of each person while building respectful relationships in real time and online.

The goal for St Joseph's School Tranmere in using social media is to enhance learning and communications connections, leave a positive digital footprint, represent our school well, communicate responsibly and safely and show respect for others.

Principles that underpin the social media guidelines include:

Ethical use of digital communication - in building respectful relationships that uphold the dignity and worth of each person

Interdependence - in building a learning community comprised of children, families and staff working together to learn about the possibilities and responsibilities of digital communication.

These principles lead St Joseph's School Tranmere to demonstrate:

- Contemporary learning practices that support the Melbourne Declaration on Educational Goals for Young Australians.[1]
- alignment with policies that direct the professional conduct of teachers when working with children.
- local governance and discernment regarding the use of social media for learning and communication.
- a positive digital footprint that enhances respectful relationships.
- behaviours consistent with the responsibilities named in the CESA ICT Acceptable Use Baseline Standard document.
- interactive content that represents the tradition and values of Catholic schools.
- responsible and safe use of social media by all staff, children and community members.

2 Social Media, Learning and Teaching

How can Social Media Enhance Learning?

Social media offer the potential for highly interpersonal and interactive approaches to learning. They also have the potential to provide expanded and enhanced learning opportunities beyond the scope of the school and classroom. In particular they offer learners and their teachers opportunities to:

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[1] Melbourne Declaration on Education Goals for Young Australians (December 2008).

- access a vast array of digital learning content, which can support childrens' learning and teachers' professional learning.

- create digital content themselves and publish it online.

- connect with other learners and teachers and to experts; allowing them to tap into the knowledge and experiences of their peers and have access to highly specific and targeted knowledge in a given field of interest.

- collaborate, pooling resources and gathering the expertise and potential of a group of people committed to a common objective.

- increase achievement with the help of motivating, personalised and engaging learning tools and environments.

In order to take advantage of the possibilities for learning and teaching offered by social media, leaders and teachers at St Joseph's School Tranmere will ensure that:

- there is a clear educative purpose for the use of social media in learning.

- learning occurs in safe, secure and respectful environments – physical and digital.

- teachers have the pedagogical strategies and other capacities necessary to stimulate, facilitate and enhance learning processes.

- children develop capacities to use social media for learning.

3   Social Media and Communicating

How can Social Media Enhance Communication?

Social Media offer the potential to engage with community members, potential members and other stakeholders. Social media offers opportunities for St Joseph's School Tranmere to connect with our audiences/stakeholders both locally and globally. Social media provides the opportunities to:

- share and communicate stories, current events, news and achievements of the community.
- circulate useful information and resources.
- listen to community members and respond to their enquiries related to the school community.
- enhance communications with community members and others, building relationships.
- create digital content and to publish it online.
- build online communities which enhance the level of collaboration and sharing of resources.
- celebrate and share learning

In order to take advantage of the possibilities for business, communications and promotions offered by social media, leaders and teachers at St Joseph's School Tranmere will ensure that:

- there is a clear purpose and benefit for communications for the school community.
- online interaction is both respectful and safe and that it represents the school and its values.
- staff have the resources and capacities necessary to manage social media.

4   Social Media, Governance and Responsibilities

CESA ICT Acceptable Use Baseline Standard document describes the responsibilities and roles within a school community to ensure the safety and wellbeing of all members of the community in relation to the use of digital communication. These guidelines have been used to shape the St Joseph's School Tranmere ICT policy.

At St Joseph's School Tranmere, we will adhere to the responsibilities outlined in our ICT policy, which covers the use of social media.

Each social media platform will have user guidelines established which identify the relevant opportunities and risks, and determine the necessary controls and actions required to minimise risks. Members of the school community have a responsibility to adhere to the guidelines of each social media platform.

5   Resources and Further Information

- CESA Information and Communications Acceptable Use Baseline Standard Document (Sept 2014)
- CESA ICT Security Framework (Sept 2014)
- SACCS Information and Communications Security Policy (March 2015)
- CESA Privacy and Consent Form – (Nov 2013)
- St Joseph's School Tranmere Acceptable Use Agreement
- St Joseph's School Tranmere ICT Policy
- St Joseph's School Tranmere Procedures and Protocols for Digital Technologies
- St Joseph's School Tranmere Privacy Policy
- BYOD Guidelines

Further information may be found at:

- DECD: Cyber Safety: Keeping Children Safe in a Connected World http://online.cesanet.adl.catholic.edu.au/docushare/dsweb/Get/Document-18631/CyberSafetyKeepingChildre%5B1%5D.pdf
- The National Safe School Framework http://www.safeschoolshub.edu.au/home
- Esafety Commissioner: https://esafety.gov.au/

6   Revision Record

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