Social Media Policy

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PURPOSE

St Michael's College fosters an inclusive and respectful environment that supports staff and students, allowing them to flourish.

The College promotes opportunities for community members to be positively engaged in ways that enable personal and collective growth.

The College values its diverse community and respects individuals' rights, beliefs, and practices.

STATEMENT

St Michael's College understands that contemporary life requires adapting to ever changing methods of communication. The College has protocols in place for appropriate use of social media by staff and students. As part of the St Michael's College community, parents also have a responsibility to engage appropriately with social media that is linked to the College. The following guidelines provide direction on the nature of their engagement in social media activities on any platform in connection with the College either directly, or indirectly, in circumstances where a parent, staff member, student and/or community member of the College is identifiable.
The following policy outlines the standards of conduct required by members of the St Michael's College Community when using social media. It provides descriptions of expected principles in a variety of contexts and a framework for actions and decision-making.

SCOPE

The policy applies to all members of the community, including students, staff, parents and caregivers, and any others who use social media in association with St Michael's College. For this document, the term "parent' refers to all listed above.

DEFINITIONS

Social Media: A collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Social media may include (but is not limited to):

- Social networking sites (i.e. Facebook, Instagram, LinkedIn, SnapChat, Yammer)
- Video and photo sharing websites and Apps (i.e. Youtube, Flickr, Vimeo)
- Blogs, including corporate blogs and personal blogs
- Blogs hosted by media outlets (i.e. 'comments' or 'your say' feature on theage.com.au)
- Micro-blogging (i.e. Twitter)
- Wikis and online collaborations (i.e. Wikipedia)

Wearable devices and technologies: Any device worn or carried on the person capable of capturing, storing, livestreaming, transmitting, transcribing or generating audio, images, video or other data. This includes (but is not limited to) smart glasses and AI-enabled eyewear (e.g. Meta glasses), smart watches, headphones or earbuds with recording or voice-assistant functions, body-worn or clip-on cameras, and any current or future device with

equivalent capability.

Parent: Any parent, guardian, partner, step-parent, grandparent, extended family member or caregiver of a student attending St Michael's College.

SeeSaw: (Primary campus only) is: a learning platform, primarily used in the Primary setting, that connects teachers, students, and families to support and celebrate learning through interactive lessons, digital portfolios, and communication features.

RESPONSIBILITIES FOR USING SOCIAL MEDIA

It is an expectation that all members of the school community will:

- Ensure interactions online are always respectful and reflective in the comments or language being used.
- Act in the best interests of all students, their families, staff, and all members of the school community.
- Not engage in harmful or judgmental digital conversation or correspondence.
- Use respectful and courteous language in electronic communication with all members of the College community and in all social media forums or platforms.
- Refrain from actions and behaviour that constitute bullying, harassment, discrimination, or vilification.
- Refrain from offensive, insulting or derogatory language or conduct.
- Ensure there is a valid educational context when communicating and sharing content between teachers and/or students and/or parents/caregivers.
- Support high-quality communication with the community, parents and students using social media platforms.
- Encourage a positive experience through social media interaction and be reminded that all online interactions are stored and recorded.
- Model and uphold respectful communication and interaction through any social media used.
- Be aware of the audience of any social media community - "If I post this here, who will be able to see it?"
- Ensure that any posted photo or video on Facebook or social media platforms has parental permission via Consent2Go and that the platform is monitored regularly.
- Not use wearable or recording-capable devices — including smart devices and AI-enabled eyewear — to record, photograph, livestream or transcribe any member of the College community on College premises or at College events without the prior permission of the College and of the individuals concerned.
- Ensure that the College crest or any identifiable college property or premises do not appear on any social media platform without the permission of the College.
- Be attentive to the content being generated, shared, or drawn to the attention of others.
- Ensure recording of content filmed on the College campus (including SeeSaw, is not shared on social media without permission of the College.
- Photography, filming and the use of staff names, student names or any type of imagery is not to be shared on social media platforms without permission. Permissions for students are recorded on Consent2Go.
- The College's third-party photo and media management system uses AI facial recognition to identify students with the appropriate and relevant permissions.

COLLEGE RESPONSIBILITIES

- Investigate and respond to breaches of the Social Media Standards adhering to Data Breach Response Guidelines when a potential notifiable data breach has occurred on any official school social media platform.
- Ensure at least two staff members have administration access to the accounts, including one member of the leadership team. Be willing to remove any posts which do not align with the College's Mission or Vision or are in breach of this policy.
- Implement a procedure to ensure the account is monitored daily, including holiday and weekend reviews.
- Ensure personal details are protected and not openly shared at any time.
- Implement a procedure to ensure the administrator details are correct and up to date, including removing old administrator details.

STAFF RESPONSIBILITIES

Staff members are responsible for maintaining a high level of professionalism with respect to the College and their position as an educator to young students. This can be maintained through:

- Establishing clear and professional boundaries with students and parents whilst ensuring appropriate safeguards are in place, such as privacy settings.
- Protective practices for staff in their interactions with children and young people.
- Ensuring that contributions to personal social media accounts support the Mission, Vision, and Primary Values of St Michael's College.
- Ensure that related policies are correctly adhered to, and measures are taken to avoid involvement with material that can potentially put at risk personal safety, the privacy of themselves and/or others, and the safety of the school and/or members of the school community.
- Encouraging learning through the appropriate use of social media.

PARENTS/CAREGIVER'S RESPONSIBILITIES

- Parents should adhere to all points in the Social Media Policy.
- Parents should demonstrate respectful and responsible behaviours when communicating with and about their child's school online.
- Parents are to be aware of the Community Charter.
- Parents attending the College or College events (including assemblies, liturgies, performances, sporting fixtures, tours and meetings) must not wear or operate smart glasses, AI-enabled eyewear, wearable cameras or similar recording-capable devices in a way that records, livestreams or transcribes students, staff or other members of the College community.
- Where a wearable device is worn for medical, accessibility or assistive reasons, parents are asked to advise the College in advance so that appropriate arrangements can be made.
- Meetings and conversations with staff must not be recorded or transcribed by any device, including wearable and AI-enabled devices, without the prior consent of all parties.
- Photographs and video taken at College events are for personal use only. Images or recordings that include other people's children must not be posted to social media without the permission of those families.
- Parents are not permitted to create a website, blog, podcast, Facebook page, Instagram or Twitter account or any other social media in the College's name or using the logo, crest or College branding without the Principal's written permission.
- There are legal implications in sharing personal information, which applies to images and videos presented online.
- Parents should never tag a child's image with any personal information.

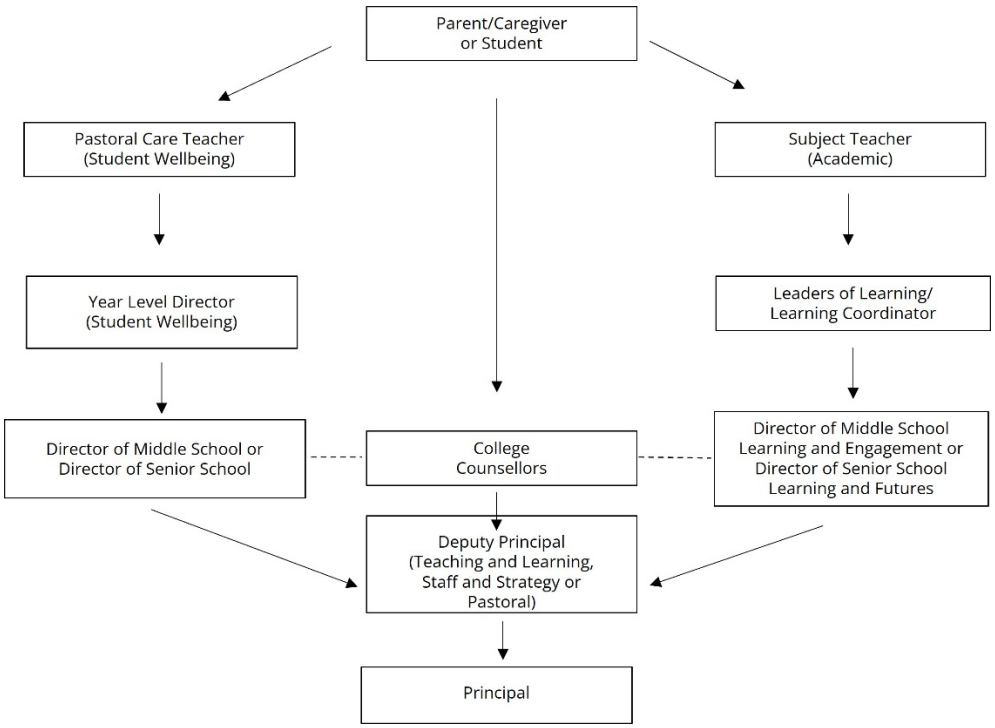
BREACHES OF POLICY

Depending on the circumstances, non-compliance with this Policy may constitute a breach of the St Michael's College Enrolment Agreement; sexual harassment, child protection or criminal laws; discrimination; privacy or some other contravention of the law. Failure to comply with the Policy by a parent may put at risk the continuation of their child's enrolment at the College. In serious cases, termination of the enrolment contractual agreement by the College may result. Cyberbullying and other online abuses may result in a notification to the Police or other relevant authorities where the College is legally obliged to do so.

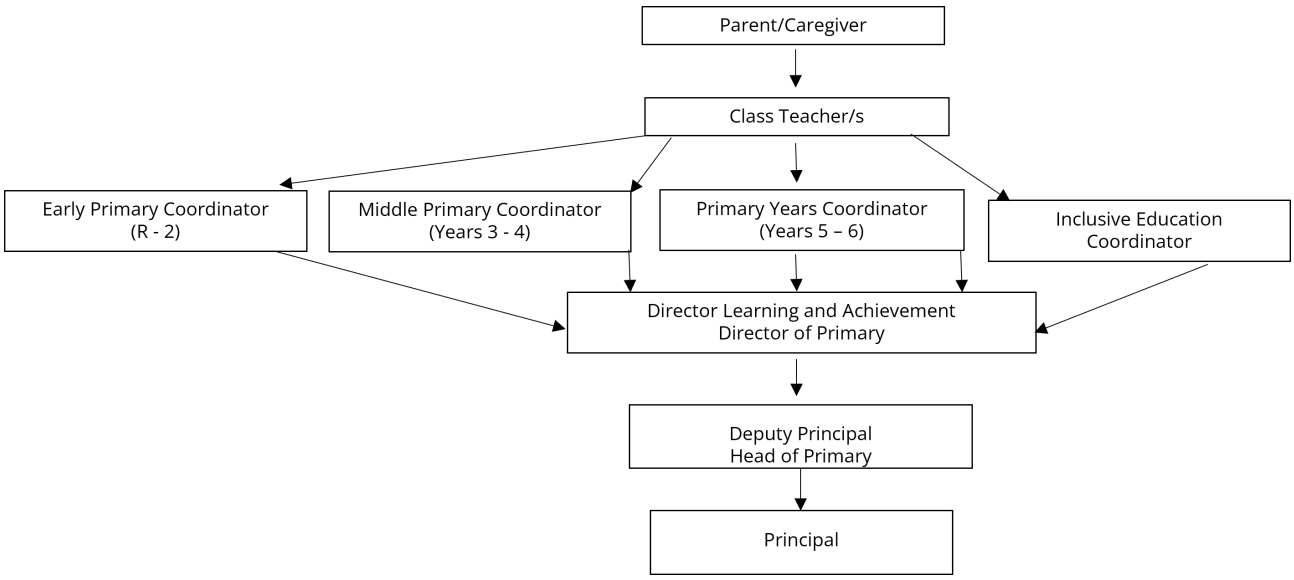
Breaches of this policy can be addressed using formal lines of College communication as expressed below;

COMMUNICATION FLOW CHART

Secondary Campus



Primary Campus



RELATED POLICIES, PROCEDURES AND SUPPORT DOCUMENTS

This policy is to be read in conjunction with the following documents:

- Enrolment Policy
- Child Safeguarding Program
- CESA Social Media Policy
- CESA Social Media Guidelines
- Social Media Policy
- SMC Community Charter
- Parenting SA Safety for Families and Children
- Cyber Incident Policy
- ICT Acceptable Use Policy
- ICT Access Management Policy

Surveillance Devices Act 2016 (SA)

REVISION RECORD

Policy Owner	Principal
Approval Authority	College Board
Reviewed	Amended September 2026
Next Review Date	September 2027
Risk Rating	Extreme