

SOCIAL MEDIA POLICY

Brighton Secondary School acknowledges that the use of social media can be an effective educational and social tool and that such media is commonly used by members of the Brighton Secondary School community to express their views, comments, ideas and criticism on a range of issues. Brighton Secondary School expects those community members, when using social media, to show courtesy and respect to all others and not use such media to abuse others, expose them to offensive or inappropriate content or to denigrate or disrespect Brighton Secondary School.

Purpose

The purpose of this policy is to set standards of behaviour for the use of social media when it concerns Brighton Secondary School and those within its community. While the policy focuses on our community, we encourage all to adopt the same response in the use of social media in all interactions with others.

Scope

All those who are part of the Brighton Secondary School community – students, parents, teachers and support staff, have the right to benefit from the opportunities that exist from being members of our community. They should all behave within and outside the school in such a manner that builds confidence and trust within the community and ensures the image of the school is not negatively affected or brought into disrepute.

Rights and responsibilities

The school community is expected to show respect to each other and to the reputation and good name of the school. When using social media, members of our community are expected to ensure they:

- are sensitive to the school's inclusive values to ensure an individual does not feel excluded from a group to which they have a right to belong
- represent their own views and not impersonate or falsely represent to be another person
- do not bully, intimidate, abuse, harass or threaten others
- do not make defamatory comments
- do not use obscene or offensive language towards others or the school
- do not post content that is hateful, threatening, pornographic or incites violence against others
- respect the rights and confidentiality of others
- do not harm the reputation and good standing of Brighton Secondary School or those within its community
- remove any inappropriate postings by others on a site they have set up
- do not post reviews that use inappropriate language.

Definitions

Social media – social networking sites like Facebook, Twitter, LinkedIn, YouTube, Tumblr, MySpace, Wikis, Blogs, OneNote or the like.

Breach of this policy

A breach of this policy may also involve a breach of other Brighton Secondary School Policies such as the:

- Anti-Bullying and Anti Harassment Policy
- Digital Learning Policy
- Responsible Behaviour Policy
- Mobile Phone and iPod Policy.

Individuals who breach this policy will be subject to disciplinary action, which may include suspension or exclusion from Brighton Secondary School and may be reported to South Australian Police. Any issues will be managed on a case by case basis.