



# VIC-EDU-P-024 Social Media Policy

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## 1. Policy Scope

This policy applies to all MacKillop Education staff including contracted personnel.

## 2. Policy Outline

### Context

MacKillop Education's values of respect, hope, justice, compassion, and collaboration inform the quality of relationships we establish and all that we do to ensure our learning community is a place of welcome and safety. MacKillop Education celebrates diversity, and we are committed to inclusion, ensuring every student, regardless of race, religion, culture, gender identity or personal circumstances, including barriers to learning, can access education and experience success.

Our model, Reframing Learning and Teaching Environments (ReLATE), supports our trauma-informed practice and highlights the critical partnership between students, parents/guardians/carers, and staff, as we work together, to enhance the learning outcomes for every child.

### Purpose

The purpose of this Policy is to encourage acceptable and safe use of social media by staff employed at MacKillop Education. It is recognised that most employees may use or interact with social media at work and in a personal context. Employees need to understand the expectations of MacKillop Education when using social media in a professional and personal capacity as there are workplace risks that must be appropriately managed.

### Policy Statement

MacKillop Education employees must recognise:

- Online behaviour should always demonstrate respect for the dignity of each person
- The need to behave in an ethical manner when using social media, even for personal communication and must be consistent with the Catholic beliefs and ethos of the Programs and professional expectations and standards
- Their obligation to serve as a positive role model for students and as a responsible representative of MacKillop Education
- Social media activities may be visible to current, past or prospective staff, students and guardians.

### Principles

The use of social media by staff at MacKillop Education is underpinned by the following principles and understanding:

- That social media related behaviour will at all times demonstrate respect for the dignity of each person in the community
- The ethos of MacKillop Education, and professional expectations and standards required by staff are demonstrated in the way social media is used
- Inappropriate social media behaviour, including cyberbullying will not be tolerated.

## Definitions

Social Media – any form of online or web-based publication, forum or presence that allows interactive communication, including, but not limited to, Facebook, LinkedIn, Instagram, blogs, chat rooms, and YouTube

## 3. Procedure

### Work-related Use of Social Media

#### Generally

When using social media for work-related purposes, employees must:

- First obtain the consent of the Campus Principal or Programs Leader (which can be for a specific instance or for a general purpose or role) before:
  - Posting any material that may be perceived as being made “on behalf” of MacKillop Education
  - Using MacKillop Education’s logo, trademarks, official photographs or any other intellectual property of proprietary materials.
- Not post inappropriate material or commentary that breaches other policies outlining expected behaviours of employees of MacKillop Family Services/MacKillop Education.

If there could be reasonable concerns that posting material could be considered inappropriate, for example considering potential privacy or copyright obligations, then an employee must first raise those concerns with the Campus Principal/Programs Leader before posting the material.

#### Student Learning

The use of online learning communities by employees for educational purposes must be in accordance with other relevant policies and procedures relating to online learning.

### Personal Use of Social Media

#### Generally

Employees’ personal use of social media must:

- Not bring MacKillop Education into disrepute or interfere with, or compromise their duties or responsibilities to MacKillop Education or its clients or students
- Comply with other policies of MacKillop Education and professional standards that outline expected behaviours of employees, when posting personalized comments that relate to, or can be identified as relating to, MacKillop Education
- Take steps to ensure that friends, family, or other acquaintances are aware of the need to use discretion when they post images or information about the employee on their own social media forums.

To avoid potentially breaching this Policy or compromising the professional expectations of them as employees of MacKillop Family Services/MacKillop Education, it is recommended that employees’ use of social media not involve connections with the following persons on social media forums:

- Recent former students - that have been enrolled at MacKillop Education within a two-year period, before contact
- Guardians of current students, unless exceptional circumstances exist for example, a guardian is a friend, or the former student is a relative and the employee has advised the Campus Principal/Programs Leader of the connection and the circumstances.

## Students

Employees must **not** connect with students or interact with, or post images of, students on their own private social media forums.

An exception to this requirement is when prior approval for the connection has been obtained from the Campus Principal/Programs Leader on the basis that an employee and a student will appropriately interact within the valid context of a legitimate purpose. For example, both are family members/relatives, or both are members of a community sporting team and interactions are purely for the purpose of participating in that sport.

## 4. Responsibilities

### Compliance, monitoring and review

Non-compliance with this Policy may be grounds for disciplinary action. Depending on the seriousness of the circumstances, disciplinary action can be up to and including termination of employment.

Employees must understand that the type of security settings used cannot excuse breaches of this Policy, if the material posted is inappropriate and becomes more publicly available than was intended.

## 5. Related Legislation, Policy, Guidelines and Resources

### MacKillop Education Policies

- Anti-Bullying Policy
- Child Safety and Wellbeing Policy
- Child Safety Code of Conduct
- Information Technology (IT) Acceptable Use Policy
- Privacy Policy

### Victorian Institute of Teaching

- Victorian Teaching Profession Code of Conduct

## 6. Approval and Review Details

Approval and Review	Details
Approval Authority	Group Director, MacKillop Institute and Education
Approval Date	9 October 2022
Recommended to Approval Authority by	MacKillop Education Leadership Team
Next Review Date	1 October 2025
Version	1