



BRISBANE GRAMMAR SCHOOL

Social Media Policy

(Version 1.0 1811)

Table of Contents

1.	Purpose and application	2
2.	Definition – what is social media.....	2
3.	Social media examples	2
4.	Guidelines	2
5.	Code of Behaviour	3
5.1.	Students	3
5.2.	Staff	3
5.3.	Parents	3
6.	Using the BGS brand	4
6.1.	Disclaimer	4
7.	Official Statements on Social Media	4
8.	Summary	4
9.	Contact Information	4
10.	Policy Management	5



SOCIAL MEDIA POLICY V 1.0 1811

1. Purpose and application

The purpose of this *Social Media Policy* is to provide written guidelines and a code of behaviour for appropriate conduct of students, staff, parents, Old Boys and the broader community of Brisbane Grammar School (referred to in the Policy as “BGS” or “the School”) online.

Intended as a medium for positive engagement, there is the capacity for some to, intentionally or unintentionally, use social media with the intent to hurt or harm individuals or the community as a whole. This Policy outlines how the BGS community and anyone engaging on the School’s social media pages should conduct themselves online and specifically on social media.

The BGS website remains the School’s primary online identity, with social media aimed at complementing the website as a less formal avenue to the other communication and community building efforts of the School.

2. Definition – what is social media

In this Policy social media refers to any form of electronic communication through which users create or participate in online communities to share information, ideas, messages, photos or videos.

3. Social media examples

The School operates and encourages active engagement on all its social media pages: Facebook, Instagram, Twitter, LinkedIn and YouTube. At the same time, an individual’s right to engage or comment on these pages must be balanced with the School’s right to manage commentary by ensuring it does not harm BGS community members or BGS itself.

4. Guidelines

BGS community members interacting online are expected to maintain the respect, dignity and professionalism that is consistent with the School values. They should act with concern for the safety and reputation of students, the School and themselves.

- Even if you are not representing the School in an official capacity, you are responsible for your conduct online. If your behaviour violates the School’s expectations, you will be held accountable accordingly.
- Regardless of your privacy settings, assume that all information shared on your social network is publicly visible. This includes online conversations.
- Exercise caution with your personal information. Do not share personal or private information on social media.
- Be vigilant about protecting your social media accounts. Do not share passwords. Log out of your accounts when not in use. In the event that something is posted on a personal account without your knowledge, the responsibility falls to you to report it. You should take steps to both report the offensive post to the School and remove the post from your account.
- Protect your computer and your phone with passwords.



SOCIAL MEDIA POLICY V 1.0 1811

- Obtain permission to post pictures of others on your social media pages. Posting images without permission may violate another person's privacy.
- Do not repost a link on social media without looking at the content first.
- Do not post or exchange any personal images or content containing nudity to social media. Such images may be considered child pornography and subject to legal action.
- Do not post content on social media that puts you or others at risk.
- Do not post confidential information on social media.
- All social media tools used by teachers for academic or co-curricular purposes must be monitored for proper online etiquette.
- Parent notification must be given regarding student use of social media for school-related activities.

5. Code of Behaviour

5.1. Students

- Students are reminded of the School's *Code of Expectations and Behaviour* policy. Students who breach this policy may face disciplinary action; including detentions, suspension (whether from school or from any particular school activity) or expulsion from the School.
- Students are expected to treat others online with the same respect, dignity, and care as they would in person.
- Students who misuse social media in a way that is demeaning and humiliating to another member of the community can expect a disciplinary response.
- Students who engage in harassing behaviours online can expect a disciplinary response.

5.2. Staff

- Staff must be familiar with and comply with the *Staff Code of Conduct* policy. Refer to 2.6 Social Media on page 13.
- Staff must ensure that any use of social media, whether using the School's computer systems or otherwise, does not adversely impact upon the School or involve unacceptable use by breaching any BGS policy.

5.3. Parents

- Parents are asked to model appropriate behaviour for their sons to follow in all social media interactions.
- Parents should not create any public social media pages or groups for School-related activities, including volunteering, without the approval of the School's Advancement and Community Relations office.
- Parents should not use BGS social media pages for advertising any business. In the case of sponsorship for events, please ensure that sponsor placement is approved by Advancement and Community Relations.
- Do not post photos on social media containing boys outside your family without first seeking permission.



6. Using the BGS brand

Use of the Brisbane Grammar School brand is not permitted unless prior written permission has been obtained by the School. The BGS crest, colours, trademarks, official photographs or any other intellectual property or proprietary materials are not permitted to be used in any postings to social media without written consent. This extends to creating social media pages, groups or accounts of any kind that could be perceived as speaking on behalf of the School.

Pages on any social media platform using the School's brand will need to seek approval from Advancement and Community Relations.

6.1. Disclaimer

The following disclaimer must be followed on all BGS social media pages: Brisbane Grammar School (BGS) encourages past, present and future students, their families and friends, staff and others to participate in the BGS online community. Rude, offensive, discriminatory, defamatory, irrelevant, and illegal commentary or posts of a commercial nature, will be deleted and the user/s may be blocked.

7. Official Statements on Social Media

The posting of official statements on social media on behalf of Brisbane Grammar School can only be made by the School's Advancement and Community Relations office or Headmaster.

8. Summary

There are four simple rules to remember when engaging with BGS social media pages:

- Keep your content clean: BGS social media pages are family friendly forums and many users are under 18 years of age. Explicit language will be deleted immediately.
- Relevant: Stick to the topic being discussed.
- Respectful: You may not agree with everyone posting on the BGS social media pages. You're entitled not to, but please remain courteous at all times.
- Legal: Any posts with the following will be deleted; discriminatory or defamatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or beliefs, encourage illegal activities, or breach any social media user guidelines and/or Australian laws.

The School encourages the community to engage with the various BGS social media pages positively and respectfully.

9. Contact Information

If you have any questions regarding this document please contact Advancement and Community Relations at communications@brisbanegrammar.com or (07) 3834 5322



SOCIAL MEDIA POLICY V 1.0 1811

10. Policy Management

The School may, from time to time, review and update this document to take account of new laws and technology, changes to the School's operations and practices and to make sure it remains appropriate to the changing school environment.

Document Title	Social Media Policy
Author	Chris Walker, Communications Manager
Version	V1.0 1811
Date	29 November 2018

Document Control

Version	Description	Date
Draft	Chris Walker, Communications Manager	August 2018
Draft	Corrs Chambers Westgarth, Leanne Dorricott	29 October 2018
V1.0	BGS Board of Trustees	8 November 2018
V1.0	Chris Walker, Communications Manager	11 December 2018

Distribution

Version	Recipient	Date
V1.0	Board of Trustees	8 November 2018
V1.0	BGS (MyGrammar)	26 April 2019
V1.0	BGS Staff Announcement / Staff Presentation	26 April 2019