



# Social Media Policy

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## Preamble

Mercedes College recognises the role social media plays in connecting people and sharing information, as well as its capacity to foster positive engagement, particularly when mutual respect for all is practiced and enabled.

Social media refers to all online platforms that provide individual users and/or organisations with the ability to create and share content in online communities. Social media is an interactive platform for learning and communicating, and encompasses networking sites, video/image sharing, micro-blogging, weblogs, forums, and discussion boards. Platform examples include, yet are not limited to:

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- TikTok
- Snapchat

Mercedes College uses its official social media channels to inform and engage with community (local, national, and global) about:

- Our Mission and Vision, including our Catholic identity and proud Mercy tradition.
- Our values (Mercy Keys) of Compassion, Loyalty, Justice, Integrity, Responsibility and Mutual Respect.
- Mercedes College initiatives and news, career opportunities, and provision of information.

By using social media, the college enhances its delivery of information and provides additional avenues for knowledge sharing, interaction and service delivery. All official social media content is:

- Readily identifiable
- Easy to understand, accurate and timely
- Respectful of others, and the privacy of individuals
- Attentive to Australian copyright provisions

Designated staff within the college are responsible for actively monitoring, publishing and responding to posts and comments across all official social media channels to ensure the respected reputation of Mercedes College is upheld.

## Purpose

This Policy outlines social media use expectations for internal and external community members –

- Across the college's official social media channels, and/or
- Where an identify can be readily linked to Mercedes College and/or
- Where users reference or imply, information about Mercedes College or a member of the community.

This policy informs how people may interact with official Mercedes College social media channels to foster the respected reputation of the college.

## Scope

This Policy applies to all Mercedes College community members – students, families, old scholars, staff, volunteers, and contractors working within or for Mercedes College – and their use of and engagement with any official social media channels and/or when using personal social media accounts where their identify can be readily linked to Mercedes College.

## Policy

Content used across official Mercedes College social media channels may, with the written permission of Mercedes College, be reproduced by third parties.

Only authorised Mercedes College staff may:

- Create social media identities, profiles or accounts that use the Mercedes College name, logo or brand, or are designed to represent the College in any way.
- Officially represent Mercedes College, and only on authorised social media platforms aligned with this Policy.

Authorised Mercedes College staff may:

- Publish content suitable for the public domain (that is, use information, images, vision with the required written consent (such as parent, guardian or adult student as appropriate where they are identifiable) and complies with copyright, intellectual property, privacy, financial disclosure or defamation requirements.
- Respond to posts and comments.
- Remove comments deemed to be inappropriate, inflammatory, offensive, repetitive, or unlawful.
- Refer any posts and comments that are deemed inappropriate, inflammatory, offensive, repetitive, or unlawful comments to the Principal and/or Deputy Principal.



Mercedes College reserves the right to delete posts, comments and content across all official social media channels, it deems inappropriate, inflammatory, offensive, repetitive, or unlawful. This includes yet is not limited to posts, comments and content that:

- Harasses or abuses another person/s.
- Threatens or personally attacks others.
- Is discriminatory, hateful or unlawful.
- Deliberately disrupts discussion (trolling) or is repetitive in nature and could be considered spam.
- Discloses any confidential information or matters that infringe the intellectual property rights of others.
- Includes post and share requests, offers or appeals.
- Embeds link/s to draw traffic to another site (click bait).
- Uploads or attaches files that contain viruses, corrupted files or any other malicious software or programs that may damage the operation of a computer, communications device, system or network.

Mercedes College encourages participants on official social media accounts to:

- Be respectful of other users and their opinions.
- Not engage with us and/or the college community with inappropriate, inflammatory, offensive, repetitive, or unlawful comments.
- Not disclose any personal or sensitive information about self or others, nor any confidential information that may infringe the intellectual property rights of others.
- Meet their responsibilities and comply with all obligations contained within this policy as well as other policies and associated documents including the Enrolment Policy plus Enrolment Terms and Conditions or employee contracts, when engaging and/or participating.
- Not spamming accounts by posting and sharing requests, offers or appeals, or by posting anything else that could be considered spam.

Mercedes College also reserves the right to not respond to any social media user and may block and report those users who repeatedly share posts, comments or send Direct Messages that do not meet these guidelines.

Mercedes College encourages participants using social media to:

- Avoid posting personal commentary or opinion about Mercedes College, its activities, people, contractors or Catholic Education SA that could be deemed inappropriate, inflammatory, offensive, unlawful or unprofessional.
- Post personal comments so the context is clear that any views expressed are their own and cannot be perceived to have been made on behalf of Mercedes College.
- Not create Mercedes College fan pages or use Mercedes College images, logos or other visual identification without written permission from the college.

- Comply with the Enrolment Policy plus Enrolment Terms and Conditions or employee contracts, including the Code of Conduct for Staff and Safe School Policy, when engaging and/or posting public comments and be aware of liability as content can be searched, shared, tracked and recalled.
- Respect the privacy of fellow staff members, students, families, old scholars or any other individuals or organisations associated with Mercedes College.
- Use high security settings to safeguard social media accounts.
- Not disclose confidential information gained through volunteering or employment.
- Not engage in activity on social media that may, in the opinion of Mercedes College, reflect poorly on the college.
- Refrain from any activity where an interest may be perceived to conflict or be inconsistent with the interest of Mercedes College.

The Policy for Managing Complaints applies to this Policy and enables people to raise issues.

### **Policy Breaches**

Any breach of this Policy may be brought to the attention of the Principal.

The Principal may request the matter be investigated. Subject to investigation, a breach of this Policy may result in disciplinary action, including suspension, enrolment termination/expulsion, employment termination or prosecution for a criminal offence.

If material considered to be inappropriate or inconsistent with this Policy is identified, report it to the Communications and Engagement Team.

### **Related Policies**

Enrolment Policy

ICT Acceptable Use Policy

Personal Responsibility Policy

Managing Complaints Policy

Safe School Policy

SACCS Social Media Guidelines

SACCS Code of Conduct for Staff Employed in Catholic Education SA

### **Related Procedures**

Social Media Risk Mitigation Procedures

### **Related Charters**

E-fit-m Student Social Media Charter