Social Media Procedure

These guidelines are currently under review and should be considered as current.
## TABLE OF CONTENTS

Version 2.1 – 31/10/2019

1. Purpose ................................................................................................................................................................................................................................... 3
2. Overview ............................................................................................................................................................................................................................... 3
3. Roles and Responsibilities ........................................................................................................................................................................................... 3
4. Process..................................................................................................................................................................................................................................... 5
5. Related policies................................................................................................................................................................................................................... 6
6. Related procedures......................................................................................................................................................................................................... 7
7. Supporting information/websites ........................................................................................................................................................................... 7
8. Legislation............................................................................................................................................................................................................................... 7
9. Definitions ............................................................................................................................................................................................................................. 8
1. **Purpose**

For each social media project employees must ensure that the following elements are addressed in accordance with the Department of Education (DoE) Social Media Policy.

- Think about purpose and audience for each online service that you intend to use.
- If students are involved carefully consider privacy, security and safety issues. Use DoE services such as SharePoint if they meet your needs.
- Check the media ownership and age restriction policies in the Terms of Service (ToS) for any external services you are considering.
- Check the longevity and reliability of these services. Refer to the department’s Social Media Guidelines for a list of recommended services.
- Ensure security and privacy controls are age-appropriate for any students involved. Younger students may require closed protected online interaction. Older students and adult learners should be advised how to maintain both social and professional profiles as they navigate formal and informal online learning, and personal and professional online communities.
- See the Department’s Social Media Guidelines for more information.

2. **Overview**

These procedures aim to clarify staff responsibilities in implementing the Department’s Social Media Policy. DoE supports its employees’ participation in social media online and mobile applications for DoE business.

3. **Roles and Responsibilities**

3.1 **Secretary DoE**

- Ensure that the relevant Acts are adhered to.

3.2 **Deputy Secretaries**

- Ensure that the relevant Acts are adhered to.
- Ensure that work units, schools and colleges are provided with appropriate guidance through the provision of policy, procedures and guidelines.

3.3 **Directors, General Managers and Deputy Secretaries**

- Ensure that all staff including school principals and support staff are familiar with and adhere to the policy and procedures.

3.4 **School and College Principals**

- Implement this policy and associated procedures and guidelines.
- Raise awareness of this policy and associated procedures and guidelines with school associations and the wider school community

3.5 **Staff**

- Comply with this policy and associated procedures and be familiar with the guidelines.
3.6 **Parents, Families and Carers**

- Ensuring children are aware of and understand the requirements of policies and procedures relating to the use of social media in early learning settings and schools.
- Work in partnership with schools and school associations to promote the responsible use of social media.

3.7 **Learners**

- Follow school policies, procedures and guidelines in relation to social media.
- Contribute positively when using social media.
4. Process

4.1 Planning

Refer to the Department's Social Media Policy.

- To register your intent to use social media services and for assistance contact socialmedia@education.tas.gov.au.
- Develop a risk mitigation strategy that includes
  - provision for any necessary staff and student training in the use and application of planned social media services
  - security, backup and archiving procedures
    - password management: the use of social media services will sometimes require the use and management of several administrator passwords. The use of a password manager that provides multi-factor authentication should be used in these circumstances.
  - an exit strategy for the end of the project.
- See the DoE Social Media Guidelines for further information on risk management.
- Determine the level of resourcing required for implementation and sustained maintenance for the life of the project.

4.2 Implementation

Organise necessary training and induction sessions for staff, students and parents/carers focusing on:

- culture and etiquette
- privacy, security, safety settings and behaviour expectations for project participants
- risk management procedures for external posts and uploads
- necessary ICT skills and any required use of mobile devices or applications.

Include text to make it clear that any public facing service:

- is an official service for the department, school, college or business unit
- conveys clear expectations of user behaviour in posting, commenting and uploading
- describes any moderation processes that may be in place.

4.3 Employees using personal social media services

- Employees are encouraged to join and participate in professional education networks using services such as Twitter, LinkedIn or blogs but should avoid commenting on departmental policy.
- Include profile text such as "The views expressed are mine and do not necessarily reflect the views of the Department of Education, Tasmania" where personal profiles are used to post or comment on matters where there is a clear and close connection with the Department.

4.4 Cyber Safety

- DoE social media projects should provide a visually prominent link to the Department’s public Cyber Safety page.
4.5  **Branding**

Ensure quality branding in the use of:

- profile pictures or avatars (use official logos where possible although it’s not necessary to use the DoE logo). Refer to the Government Style Guide or contact Marketing@education.tas.gov.au for advice
- banners - ensure graphics are of good quality and are resized and cropped correctly
- icons – ensure icons are resized and cropped correctly
- see the Department's Social Media Guidelines for more information on the use of graphics in social media.

4.6  **Payments**

Some social media may require online payment for additional features such as increased support, storage or advertising.

- Check that the service you are considering meets DoE billing requirements for both start up and anticipated future development.
- See the DoE Social Media Guidelines for payment and billing advice for commonly used social media services.

4.7  **Evaluation**

Most social media services provide 'analytics' that indicate levels of user interaction and trends in use. These can provide very useful feedback and evaluation data for social media projects and should be considered.

- See the DoE Social Media Guidelines for more information on using analytics.

4.8  **Archiving**

- See the DoE Social Media Guidelines for recommendations on the best methods for archiving media during and at the conclusion of your project.

5.  **Related policies**

- Social Media Policy
- Respectful Student Behaviour Policy
- Conditions of Use Policy for All Users of Information and Communication Technology
- Conduct and Behaviour Standards
- Conduct in the Workplace
- Protective Practices for Staff in their interactions with students
- Personal Information Protection Policy
- Your Right to Information
- ICT User Agreement – Primary School Students
- Secondary Students ICT Resources Acceptable Use Agreement
- Conditions of Use Policy for All Users of Information and Communication Technology
6. Related procedures
   • Social Media Guidelines

7. Supporting information/websites
   • DoE Cyber Safety public webpage
   • Acceptable Use of Information Technology intranet page
   • Legal Issues Handbook
   • Respectful Relationships Teaching Learning Package Mobile
   • DoE Publications Photo and Video Permissions FAQs
   • Social Media Plan
   • Social Media Comment Response
   • Social Media Post Checklist
   • The Do’s and Don’ts for Using Student Images on Social Media and Websites
   • Support and Guidance through a Social Media Incident
   • Social Media Post Template

8. Legislation
   • Education Act 2016
   • State Service Act 2000
   • Personal Information Protection Act 2004
   • Copyright Act 1968
9. Definitions

Social Media
Social media refers to online services, mobile applications and virtual communities that provide a way for people to connect and share user-generated content and to participate in conversation and learning. Social media is also known as ‘web 2.0’, ‘participative media’ or ‘new media’.

Social Network
A social network connects online identities who share digital media, interests, activities, backgrounds or real-life connections.

Digital Media
Digital media refers to text, graphic, audio, video and other content that is captured, uploaded and communicated online and through mobile devices.

Mobile Application
A mobile application is a software program used on mobile devices such as smartphones and tablet computers.

Friend
A ‘friend’ is an ‘online profile’ (personal, organisational or conceptual) that is added to your social media network. A ‘friend’ may be able to view more of your online profile and content depending on your privacy settings.

Like
A ‘like’ increases your participation in a social media service but does not necessarily require a ‘friend’ connection.

Online Profile
An online profile or ‘online identity’ is information that represents a person, organisation or other social identity that is shared with public and private audiences through social networks.

Privacy settings
Privacy settings allow the user to control who can view online profiles and user generated digital media.

Password Manager
A password manager is software that helps a user to secure logons with strong and protected passwords.
<table>
<thead>
<tr>
<th><strong>Authorised by:</strong></th>
<th>Jenny Burgess Deputy Secretary Strategy and Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact:</strong></td>
<td>Strategic Marketing Communications and Media <a href="mailto:marketing@education.tas.gov.au">marketing@education.tas.gov.au</a></td>
</tr>
<tr>
<td><strong>Last Significant Review:</strong></td>
<td>30 April 2014</td>
</tr>
<tr>
<td><strong>Review Due:</strong></td>
<td>1 July 2020</td>
</tr>
<tr>
<td><strong>This Document Replaced:</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>