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Social Media Policy and Procedure

Department for Education,
Children and Young People

Tasmanian Government

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1 Purpose

This document provides guidance on official Department for Education, Children and Young People (the department) use, along with other professional and personal use of social media. The document outlines specific requirements and advice for learners, staff and administrators on preparing, engaging and responding to social media activity, including establishing and maintaining positive community relationships.

This document applies to all permanent, part-time, casual, and temporary and contract staff of the department, across all department sites.

2 Policy statement

Social media provides an opportunity to communicate, interact and engage with various audiences. Social media enables users to express themselves, empower others, contribute ideas, make connections, and access information. Through the development and growth of relationships, social media enables users to build cultural values alignment and increase visibility of their activities.

Using social media in schools, Child and Family Learning Centres (CFLCs), libraries and business units can benefit learners, their families, staff and the broader community. It can be a communication tool of critical importance between department sites and their communities, particularly when face-to-face communication is not readily possible. For example, in the Coronavirus pandemic, department sites used their social media accounts to provide essential site-specific and broader information about the pandemic response.

Using social media in schools, CFLCs, libraries and business units also carries some risk. Department sites are to use social media applications and technologies with the highest safety, privacy and security standards possible.

The department supports staff members professional and responsible participation in social media applications that allow users to create, publish, share, discuss and comment on content on Department owned pages/accounts. Advice is available to staff through this *Social Media Policy and Procedure* (all staff) and the Social Media Procedures for Account Administrators (all staff) on the intranet.

The department also provides a range of other supports for staff and official social media use. These include the Social Media Resource Toolkit and online CANVAS training for social media administrators, as well as the Social Media Administrators Teams area and socialmedia@decyp.tas.gov.au inbox.

2.1 Student Social Media Restrictions

The Australian Government, through the eSafety Commissioner, has introduced new regulations under the Online Safety Amendment (Social Media Minimum Age) Act, effective 10 December 2025. These changes prohibit individuals under 16 years of age from creating or maintaining accounts on certain social media platforms. The regulations aim to reduce exposure to harmful content and addictive design features.

Although the national change targets social media platforms to restrict account creation and usage for individuals under 16 years of age, DECYP enforces a stricter standard and access to social media is blocked for all students when using DECYP devices or connected to DECYP networks.

3 Overview

The procedures provide guidance to all department staff on official department use, other professional use and personal use of social media.

The procedures provide specific details and advice for engaging with, preparing, managing and responding to social media activity.

This *Social Media Policy and Procedure* (for all staff), the Social Media Procedures for Account Administrators (for all staff) and the Social Media Toolkit (for all staff) can be found on the department intranet. Additionally, all social media administrators are to complete the mandatory Social Media Administrators CANVAS training.

4 Roles and Responsibilities

4.1 The Secretary

- Ensure the relevant legislation is adhered to.

4.2 Deputy Secretaries

- Ensure that schools, libraries, Child and Family Learning Centre (CFLCs) and business units are provided with appropriate guidance through the provision of policy, procedures and the resource toolkit.

4.3 Directors, Managers, Site Managers, Principals, Leaders

- Ensure that all staff, including support staff, are familiar with and adhere to the Policy and Procedure, Procedures for Account Administrators, the Social Media Toolkit, and in the case of social media administrators - have completed the mandatory Social Media Administrators CANVAS training.
- Implement the policy and procedures, including giving initial approval for official department accounts (the account must be setup/established by Communication Services via socialmedia@decyp.tas.gov.au), being responsible for content on the account and supporting staff wellbeing.
- Raise awareness of the policy, procedures, and resources with relevant community groups, such as School Associations, and the broader department community.

4.4 Staff

- Comply with the policy and associated procedures, including learner participation, wellbeing and privacy, and staff professional boundaries, wellbeing and privacy.
- Be familiar with the resources for learners and staff in the Social Media Toolkit.

4.5 Account Administrators of official department social media accounts

- Comply with the policy and procedures, including Procedures for Account Administrators.
- Complete the mandatory Social Media Administrators CANVAS training.
- Request Facebook page access to or removal from a departmental Facebook page from the Communication Services team.
- Request access from the Communication Services team to the department's Social Media Administrators Teams group and regularly visit the TEAMS site for the latest information and announcements.
- Stay up to date and be across department directives relating to social media usage, for example closed comments directives.
- Be familiar with the resources for use by learners, staff, administrators, and School Associations.

4.6 Learners

- Follow policies, procedures and guidelines on respectful behaviours and use of mobile phones in schools.
- Do not use social media to engage in disrespectful behaviour in relation to DECYP staff/sites/students or learners and their families.
- Be aware of the Australian Government social media restrictions that prohibit individuals under 16 years of age from creating or maintaining accounts on certain social media platforms.

4.7 Parents, families, carers, volunteers

- Ensure learners are aware of and understand the requirements of policies and procedures on the use of social media in learning settings.
- Work in partnership with the department and/or relevant community groups, such as School Associations, to model and promote the responsible use of social media. This includes being familiar with and adhering to the Social Media Terms of Use.
- Where required support learners with cyber safety and behaviour through the eSafety Commissioner resources.
- Do not use social media to engage in disrespectful behaviour in relation to DECYP staff/sites/students or learners and their families.

4.8 Communication Services

- Update the Social Media Toolkit and online training in conjunction with Learning Services.
- Share/publish relevant resources through appropriate channels, such as the Social Media Administrators Team page.
- Update department administrators of department social media directives and actions required.
- Coordinate the department centralised archiving of social media records with our archiving vendor. Noting this is only possible on Pages, not Groups and where this page has been setup at the request of Communication Services initially or linked to the department's business profile.
- Share/publish social media resources through appropriate department channels, such as Principal Matters and Learning News.

- Update the Social Media Toolkit and online training in conjunction with Communication Services.
- Support departmental accounts/pages and administrators.
- Support schools/CFLCS with social media incident management responses and advice including escalation to appropriate contact points.

4.9 Learning Services

- Work with the Communications Services team to provide further support to schools/CFLCs with social media incidents and repercussions including escalations as appropriate.

4.10 Libraries Tasmania

- Manage and support library centres with their social media.

5 Using social media

Resources to help schools, CFLC and Libraries undertake the below processes (including example text to use) are included in the Social Media Toolkit. Communication Services also provides ongoing support and advice related to social media accounts.

5.1 Principles for the Use of Social Media

PRINCIPLE	WHAT IT MEANS	WHAT IT WILL LOOK LIKE
Professional	When using social media in a work-related or personal capacity, staff will comply with regulatory and policy expectations.	• Staff will maintain clear professional boundaries by not friending or following learners, unless the learner is a member of the staff member's family, or they are caring for them in a formal capacity (e.g. foster care, respite care or as a homestay host). • Staff will differentiate between personal and department views and will not disclose confidential information obtained through their work. • Only department accounts/pages will publish information relevant to those sites.
Protective	When using social media in a work-related or personal capacity, staff will ensure the privacy and wellbeing of learners, themselves and other staff.	• It is a requirement that all content, including posts, messages and comments on a department page are archived. This is managed centrally by Communication Services. Only pages linked to the department's business profile will be archived. Staff will manage their privacy settings so learners cannot see their accounts, unless the learner is a member of the staff member's family, or they are caring for them in a formal capacity

PRINCIPLE	WHAT IT MEANS	WHAT IT WILL LOOK LIKE
		(e.g. foster care, respite care or as a homestay host). • Departmental accounts have processes in place to ensure the privacy of learners and staff (e.g. not publishing learners full names). • All department accounts need to be approved by site managers and requests sent to Communication Services. • Each page must have at least two administrators in addition to two Communication Services administrators. • As per Meta's (Facebook and Instagram) policy, all accounts must be tied to a personal account/email to verify their legitimacy and avoid being flagged as spam accounts. The department cannot access your personal social media account.
Purposeful	The department's social media accounts will only be used for learning and department business.	• Accounts will only contain content and engage on matters of learning or business purposes. • Accounts that cease to be relevant to the learning and business need will need to be archived by Communication Services. • Staff who are no longer associated with the learning or business purpose of accounts are to cease being an administrator and to be removed from the account by Communication Services.

5.2 Learner use – participation, wellbeing and privacy

Participation for teaching and learning

Learning environments using social media must comply with the Use of Mobile Phones by Students at School Policy and support the active participation of all learners.

Age requirements

All staff:

- Must not encourage learners to participate in any social media application if learners do not meet the age requirements of the social media application.
- Are to provide parents, families and learners with information about the risks of having underage personal social media accounts. For more information see the advice from the eSafety Commissioner.
- Are to speak with the learner (and then notify their parent or carer as necessary) if staff become aware of learners being in breach of age requirements of social media applications.

Learner wellbeing

Preventing and responding to cyberbullying and abuse on social media is a shared responsibility of all staff, learners, parents and carers. All parties are to contribute to the safety and wellbeing of learners by modelling and promoting appropriate behaviour and respectful relationships.

As a department we stay up to date with the eSafety Commissioner's website and regularly promote their resources as best practice.

The duty of care owed by staff may extend outside of the site boundary or normal site hours where there is a reasonable belief or knowledge that a child or young person is at risk of harm. This includes when staff suspect or know that a child is a victim, or at risk, of cyberbullying and online abuse (e.g. child sexual abuse, including grooming). See the Duty of Care Procedure for further information.

Learning environments must support learners impacted by cyberbullying or online abuse that is affecting their learning and/or wellbeing in that environment.

Child abuse - online

All staff and volunteers must comply with all mandatory reporting obligations as outlined in the Mandatory Reporting Procedure. Any suspicion, disclosure or concerns of abuse or doubt about a person's behaviour must be reported, actioned and recorded in accordance with the department's policies and procedures.

- If the matter relates to online child sexual exploitation or child sexual abuse, including grooming and child abuse material, staff and volunteers must follow the Advice for Staff
- If the matter relates to harmful sexual behaviour by a child or young person, staff and volunteers must comply with the Responding to incidents, disclosures or suspicions of harmful sexual behaviour Flowchart for Principal/Site Leader/Delegate.

The department is committed to implementing the recordkeeping recommendations from the Royal Commission into Institutional Responses to Child Sexual Abuse (RCIRCSA).

Cyberbullying

Preventing and responding to cyberbullying **is** a shared responsibility of all staff, learners, parents and carers. Regardless of when and where cyberbullying behaviour is taking place, the consequences can have a detrimental impact.

When cyberbullying occurs between students at the **same school**:

- Both the student being bullied, and the student who was bullying must be provided with support (e.g. informal support from staff, formal counselling with Professional Support Staff).
- Non-punitive and restorative approaches are to be used to address cyberbullying.

When cyberbullying occurs **outside of school** between students from Tasmanian Government Schools:

- A third-party may have the authority to deal with the cyberbullying that has occurred.
- Tasmanian Government schools **are to** support parents or carers to engage with the relevant third party (such as the eSafety Commissioner – Making a cyberbullying complaint and/or police) to resolve the issue.

- Tasmanian Government schools **are to** provide support to their student/s (e.g. informal support from staff, formal counselling with Professional Support Staff).

When cyberbullying occurs between students from different school sectors (for example, independent and government schools):

- Tasmanian Government schools **are to** make resources available to the parents or carers of Tasmanian Government school students on how to report behaviour to relevant authorities/channels (such as the eSafety Commissioner – Making a cyberbullying complaint and/or police).
- Tasmanian Government schools **are to** provide support to their student/s (e.g. informal support from staff, formal counselling with Professional Support Staff).

Protecting learner privacy

When using social media, the safety and privacy of learners must be maintained.

Schools, CFLCs and Libraries:

- **Must** ensure all social media administrators have completed the compulsory Social Media Administrators Training which outlines processes for ensuring the protection of learner privacy.
- **Must** provide information and reminders to their communities (in written communications and at relevant activities) to minimise the risk of learners' imagery or information being inappropriately shared.
- **Are to** provide their communities with the link to the Australian Government's eSafety Commissioner to help them understand online privacy and to enable them to make decisions to help protect their children as they see fit.
- All staff and third parties (such as approved visiting groups and organisations) **are to** be mindful of the information they are publishing regarding learners' identity.

Image permissions

Permission to publish a learner's information on social media is not the same as permission for learners to participate in social media. If a learner has permission to have a social media account, staff **must** still obtain permission from the learner's parent or guardian to publish information, images, work, etc.

All staff:

- **Must** comply with parent / guardian consents in enrolment and validation forms (see the Publications Photo and Video Permissions FAQs).
- **Must** only publish a learner's photograph, first name, work or information if they have received signed permission to publish from the parent or guardian. While there is allowance in the DECYP Application for Enrolment form or the annual validation form for the use of names, it is important to note that to ensure the privacy and protection of learners, the department strongly recommends that we do not link any names to photographs at all, this includes first and/or full names. (See the Publications Photo and Video Permissions FAQs).
- Staff where possible when capturing digital media should do so from a DECYP owned device. Where this is not practical, it is acceptable for staff to use their own personal device. When doing so, follow the storage and transfer process outlined in Publications Photo and Video Permissions FAQs

5.3 Staff use – professional boundaries, wellbeing and privacy

The department is committed to providing a safe and supportive environment for all our staff, which includes practical measures for staff to maintain professional boundaries and relationships, wellbeing and privacy.

Professional boundaries and relationships

Any concern or doubt about a staff member or volunteer's behaviour on social media must be reported, actioned, and recorded in accordance with the department's policies and procedures. Tolerance of the behaviour by others is irrelevant. All concerns must be taken seriously as they may be relevant to a pattern of behaviour, or the commencement of a pattern of behaviour, which indicate the person is grooming or abusing a child or young person.

All staff must ensure that professional boundaries are clear and carefully consider the risks and benefits of friending or following parents, carers, guardians, clients or families with whom they have a professional relationship through their own school, library, CFLC or business unit.

Staff who work at schools, libraries or CFLCs must not 'friend' or 'follow' learners, or allow learners to 'friend' or 'follow' them on their personal social media accounts, unless the learner is a member of the staff member's family, or they are caring for them in a formal capacity (e.g. foster care, respite care or as a homestay host):

There may be circumstances where staff and learners are members of the same social media groups, external to a department environment. For example, a teacher and student may both be members of the same netball club and both members of that club's closed Facebook group. Such circumstances may be appropriate, providing the teacher manages their privacy settings to ensure the student cannot access their personal account, and providing professional boundaries and standards are maintained. DECYP's Schedule 1.1: Conduct Standards for workers in School and Child and Family Learning Centre settings has more information about this in section '1.7 Interaction with Children and Young People via Electronic Communication and Social Media'.

All staff **are to** be aware of the requirements under the department's Information and Communications Technology Conditions of Use Policy - in particular unlawful or inappropriate use and sanctions – including under the State Service Act 2000.

All staff **must** apply the standards for professional and personal use of social media by:

- Adhering to the relevant State Service Principles and State Service Code of Conduct, Schedule 1: General Conduct and Behaviour Standards for all workers and the Schedule 1.1: Conduct Standards for workers in School and Child and Family Learning Centre settings
- Distinguishing between personal activities and work activities.
- Differentiating personal views from the department's views.
- Not disclosing confidential information obtained through work.

In addition to the directions listed above, staff may make it clear on their personal account/s (such as in their 'bio' section depending on the account being used) that the views expressed are their own and not the views of the department or the State Service.

See the Making Public Comment Infosheet for more information about making personal comments and opinions about the department or state service.

5.3.1 Employee wellbeing

Elements contributing to staff wellbeing include respectful relationships, safety at work, values and job satisfaction.

All staff **are to** exercise appropriate online behaviours, including:

- Managing their social media privacy and security settings so personal details, posts and pictures are private (set privacy settings so only approved friends can access information, comments and images – not allowing 'friends of friends' access).
- Maintaining professional and responsible social media profiles.
- Seeking support as and when needed, recognising that online abuse impacts wellbeing and is not something to be managed alone.

All managers:

- **Must** be aware of legislated Workplace Health and Safety obligations, and the need to take reasonably practicable measures for staff wellbeing in the management of social media incidents. For further information go to Workplace Health and Safety portal.
- **Are to** put in place supports (such as Wellbeing Connect to assist staff who may be emotionally impacted by comments on social media. Support information **is to** be easily accessible.

If a staff member is the victim of cyberbullying by other staff, they **are to** discuss this with their manager. Depending on the circumstances, individual matters **may** be considered as a breach of the State Service Code of Conduct. Managers **may** follow the Grievance Resolution Policy and Grievance Resolution Procedure.

Protecting your own privacy

All staff using social media for personal use **are to**:

- Not use a department email address to join or create social media accounts.
- Not make personal details public, such as addresses, date of birth and place of employment (Note: the exception to this is when using professional networking platforms such as LinkedIn).
- Carefully consider how what is said, written and uploaded may appear online – information can potentially be tagged, shared, copied, posted and viewed anywhere by anyone.
- Carefully consider privacy settings (eg. for many staff, this will be selecting so only approved friends can access information, comments and images).
- Always be mindful of who can see, react, or comment before sharing post information.

5.4 Official department use – managers/principals, account administrators and member relationships

Schools, CFLCs, libraries or business units **may** request to establish an official social media account for engaging with members of their community to the social media team. All pages must be set up by the Communication Services social media team only, via the department's Meta Business Account. We do not encourage secondary pages, for example sports groups, musicals, etc. The manager / principal / leader **must** make the decision to establish an official social media presence; considering the capacity to manage, monitor, archive and respond to member participation on the account/s; as well as the availability of suitable content for the account/s.

Staff who administer official social media accounts **are to**:

- Complete the compulsory CANVAS social media administrators training.
- Use appropriate processes and procedures that mitigate risk.
- Use accounts contained within department-evaluated technologies/platforms/applications.
- Meet archiving responsibilities by ensuring the below step to contact the department's Communication Services social media team has been taken.

Request access and setup from Communication Services social media team by emailing socialmedia@decyp.tas.gov.au.

When using social media, the safety and privacy of learners, staff, volunteers and visitors to schools, CFLCs, libraries and business units **must** be maintained. If the required consent to share images, videos or information about another person on social media has not been appropriately given, that content **must not** be shared.

Only official department social media accounts **may** post information about official department activities and events. Individuals who are not administrators of official department social media accounts **must not** establish and maintain private accounts for the purposes of creating and posting official department activities.

Official department social media accounts **may** be used to support fundraising causes that are relevant, promote school/site's activities and to provide guidance on consultations as per social media advertising advice and guidelines.

Each official department social media account:

- **Must** use their authorised school, library or CFLC logo. Where there is no sub-brand logo, the Tasmanian Government logo in black **must** be used.
- **Must** have at least two site-based administrators approved by the site manager or principal (only department staff **are to** be administrators). All administrator requests (including new administrators) must be managed by the Communication Services team.
- **May** include the site manager or principal as an administrator, and if they are not an administrator, they **must** develop processes and procedures to ensure they are aware of, and take responsibility for, information that is shared on their site's official social media accounts, including comments on posts placed on accounts by community members e.g. if a comment was received before the administrator was able to turn off comments under the current position on closing comments.
- **Must** include a member of the site's leadership/management team as an administrator if an account is public.
- **Must** include at least two members of the Communication Services team.

Managers / Principals

The manager / principal **must** make the decision to establish an official social media presence in writing. See '4.1 Decision to have an official account' in the Procedures for Account Administrators for a list of things to consider before making a decision. This written record **must** be kept on file at the site.

The site manager or principal **may** be an administrator of an official public department social media account if they choose to and have the necessary skills (including completion of the social media administrators training).

If the site manager or principal **is not** an administrator:

- A member of their leadership/management team must be an administrator of the official public department social media account.
- The site manager or principal must develop processes and procedures to ensure they are aware of, and take responsibility for, information that is shared on their site's official social media accounts, including information placed on accounts by community members.

Account Administrators

See the Procedures for Account Administrators for the steps to set up and administer official accounts.

Member relationships

All official department social media pages **must** include a link from the accounts 'about' or 'bio' section to the departments Social Media Terms of Use. This should read: *This page is run by the Department for Education, Children and Young People: https://bit.ly/3xTbL27*.

Schools, CFLCs and libraries **are to** provide information about responsible and respectful behaviours on social media to their communities. This **may** include links to:

- Enquiries and Complaints resources – explaining how best to approach schools about concerns.
- Respectful School Volunteer and Visitor Behaviour Procedure and school policy – sharing links and information from the school's policy and what is agreed as unacceptable behaviour of volunteers and visitors.
- DECYP Values materials – linking behaviours to our values.

When comments are made or posts are shared that negatively impact on Tasmanian Government schools, libraries, CFLCs or business units, but they are not made on official department social media accounts, administrators / managers / principals are directed to follow the steps outlined in the responding to disrespectful posts on pages not owned by the department flowchart.

See the Social Media Resource Toolkit for guidance on managing and responding to incidents on official accounts.

5.5 School Association use

Department staff **must** not administer any School Association social media accounts unless they are members of a School Association Committee.

Department staff who are School Association Committee members may be administrators of School Association social media account/s, although this is not expected. School Association pages are not managed or supported by the department.

Department staff:

- May choose to become members of, or contribute to, their School Association's social media activity in a professional manner.
- **Are to** consider any risks to their privacy and reputation, and their obligations to identify and manage issues related to conflicts of interest.
- Only official department social media accounts **may** use official department logos to identify themselves. No other individual, group or organisation, including School Associations, may use

official department logos for the purposes of social media profile pictures, cover photos, or any other branding purpose.

5.6 Groups and Closed Groups

The department **does not** endorse or provide a support service for the use of private or closed groups. Private and closed groups **cannot** be archived and do not meet our legal requirements. If your school, library, CFLC or business unit has a closed or private groups, please contact Communication Services.

6 Establishing an official social media page

You **must** notify the Communication Services team when you wish to have an official social media page set up by emailing socialmedia@decyp.tas.gov.au. In doing this, Communication Services can set up the account appropriately, provide ongoing support and advice related to social media accounts, maintain a central social media register, and record and archive department social media pages. All administrators must complete the mandatory Canvas online Social Media Administrators Training.

Communication Services monitors corporate department social media pages (the whole-of-department Facebook, Instagram and LinkedIn accounts), including monitoring outside of usual business hours when required. We are limited in what actions we can take against individuals, groups and organisations who post on social media accounts outside of the department managed accounts. Communication Services work within the guidelines of individual social media platforms. While we aim to support business units, we are restricted in by what actions we can undertake.

Further resources are available in the Social Media Toolkit on the department intranet.

7 Related policies

- Conduct and Behaviour Policy
- Information and Communications Technology Conditions of Use Policy
- Grievance Resolution Policy
- Student Behaviour Management Policy
- Use of Mobile Phones by Students at School Policy

8 Related procedures

- Duty of Care for Students on Departmental Educational Sites Procedure
- ICT User Agreement – Guidelines for Employees
- Grievance Resolution Procedure
- Mandatory Reporting Procedure
- Respectful School Volunteer and Visitor Behaviour Procedure
- Schedule 1: General Conduct and Behaviour Standards for all Workers

- Schedule 1.1: Conduct and Behaviour Standards for workers in School and CFLC settings
- Security and Emergency Management Procedures
- Social Media Procedures for Account Administrators
- Student Behaviour Management Procedure

9 Supporting information/tools

- Advice for Staff - Responding to Incidents, Disclosures and Suspicions of Child Sexual Abuse.
- CANVAS training for social media administrators
- Conduct and Behaviour
- DECYP Values
- Wellbeing Connect
- Enquiries and Complaints resources
- Legal Services
- Making a cyberbullying complaint
- Making Public Comment Infosheet
- Occupational Violence and Aggression
- Office of the eSafety Commissioner
- Publications Photo and Video Permissions FAQs
- Respectful Schools Respectful Behaviour
- Responding to disrespectful posts on pages not owned by the department flowchart
- Responding to incidents, disclosures or suspicions of harmful sexual behaviour Flowchart for Principal/Site Leader/Delegate
- *Safe. Secure. Supported.* Our Safeguarding Framework
- Social Media Glossary (external)
- Social Media Toolkit
- Social Media Terms of Use
- Student Wellbeing Hub
- Workplace Health and Safety portal

10 Definitions

Administrator

Any department staff member who is responsible for contributing to, updating, monitoring, filtering and responding to the social media presence of a department site on official department social media accounts.

Age-restricted social media platform

Under Australian federal legislation, an age-restricted social media platform is defined as an electronic or online service that meets the following conditions:

- The sole purpose, or a significant purpose, of the service is to enable online social interaction between two or more end-users.
- The service allows end-users to link to, or interact with, some or all of the other end-users.
- The service allows end-users to post material on the service.

From 10 December 2025, platforms that meet these criteria are subject to the Social Media Minimum Age obligations, which require them to take reasonable steps to prevent Australians under 16 from creating or maintaining accounts. For a list of platforms that must comply with the minimum age obligations view Which platforms are age-restricted? | eSafety Commissioner.

Child abuse material

Any material that depicts or describes a child, or a representation of a child, who is or appears to be under the age of 18, and who is or appears to be in a sexual pose or sexual activity, or that shows or describes the person's sexual organs or breasts as a dominant characteristic; this definition also includes material that depicts or describes a child, or a representation of a child, as a victim of torture, cruelty or physical abuse.

Child Sexual Abuse

Any act (including grooming) that exposes a child to, or involves a child in, sexual processes that are beyond their understanding, are contrary to accepted community standards, or are outside what is permitted by law.

Friend or Follower

A 'friend' or 'follower' is someone (personal, organisational or conceptual) that is added to a social media account. A 'friend' or 'follower' may or may not be someone with whom you have met or interacted in person, and may be able to view your social media account information depending on your privacy settings.

Grooming

Any online or in-person behaviour intended to manipulate and control a child, their family, kin or carers, or other support networks or organisations, with the aim of gaining access to the child; obtaining the child's compliance; maintaining the child's silence; and/or avoiding discovery of sexual abuse. Grooming may be difficult to identify and can be done by people already known to the child, including by a child's family member, kin or carer.

Harmful sexual behaviour

Developmentally inappropriate sexual behaviour displayed by children and young people that may be harmful or abusive (Hackett, 2014), encompassing a range of behaviours, from problematic to abusive, that are directed towards other children, young people or adults, and that may be harmful to those displaying the behaviour as well as those to whom it is directed.

Learner

A person who is participating in learning programs in department environments.

Member

Any person (department staff, learners, School Association members, parents/carers, Library and CFLC clients, volunteers, department contractors and consultants, and the broader community) who has joined official department social media accounts.

Official Department Social Media Accounts/Pages

Any department approved public social media account established by Communication Services and managed by department staff, which is created for the purposes of publishing, sharing or communicating information, or for enabling interaction related specifically to department activities, including learners and their work.

Online child sexual exploitation

When an individual (adult or another child) or group uses technology or the internet to facilitate the sexual abuse of a child, including the production and sharing of child sexual abuse material online.

Responsibilities

The meaning of MUST, IS/ARE TO and MAY:

- 'Must is to be understood as being mandatory.
- 'Is to' and 'are to' are to be understood as being directory.
- 'May' is to be understood as being discretionary or enabling, as the context requires.

Site

A department operated location or place of work, including schools, CFLCs, libraries, business units and other workplaces.

Social Media

Any electronic or online service, mobile application and virtual community that has the following features:

- Has the sole or primary purpose of enabling social interaction between two or more end users
- Allows end users to link to or interact with other end users, and
- Allows end users to post material on the service.

Types of social media applications include message boards, social networking sites, blogs and microblogs, image, video and music sharing sites and mobile applications. Specific examples of social media applications include Facebook, YouTube, Twitter, and Instagram.

For a continually updated glossary of social media terms and definitions, visit: https://blog.hootsuite.com/social-media-glossary-definitions/

11 Legislation

- *Archives Act 1983 (Tas)*
- *Copyright Act 1968 (Cth)*
- *Education Act 2016 (Tas)*
- *Online Safety (Age-Restricted Social Media Platforms) Rules 2025*
- *State Service Act 2000 (Tas)*
- State Service Code of Conduct
- State Service Principles

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