DEPARTMENT OF
EDUCATION
learners first

Social Media Procedures

Tasmanian
Government

TABLE OF CONTENTS

Version 2.0 – 17/05/2022

1 Purpose

These procedures detail staff responsibilities and the steps to take in implementing the Department of Education's (DoE) Social Media Policy.

2 Overview

These Social Media Procedures relate to the Social Media Policy. The Procedures have been developed to provide guidance to all DoE employees on official DoE 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.

The Social Media Policy, these *Social Media Procedures* (for all staff), the Social Media Procedures for Account Administrators (for all staff) and the Social Media Resource Toolkit (for all staff) can be found on the Department of Education intranet. Additionally, all social media administrators are to complete the mandatory Social Media Administrators Canvas training.

3 Roles and responsibilities

Role/Section	Responsibility
The Secretary:	• Ensure the relevant legislation is adhered to.
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.
Directors, Managers, Site Managers, Principals, Leaders:	• Ensure that all staff, including support staff, are familiar with and adhere to the Policy, Procedures, Procedures for Account Administrators, the Social Media Resource Toolkit, and have completed the mandatory Social Media Administrators Canvas training where necessary. • Implement the policy and procedures, including approving official DoE accounts, 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 DoE community.
Employees	• 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 employees in the Resource Toolkit.
Account Administrators of official DoE social media accounts	• Comply with the policy and procedures, including Procedures for Account Administrators. • Complete the mandatory Social Media Administrators Canvas training. • Request access from the Strategic Marketing, Communications and Media (SMCM) Unit to the DoE Social Media Administrators Teams group.

	• Stay up to date and be across DoE directives relating to social media usage, for example closed comments directives. • Be familiar with the resources for use by learners, employees, administrators, and School Associations.
Learners	• Follow policies, procedures and guidelines on respectful behaviours and use of mobile phones in schools.
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 DoE 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 DoE Social Media Terms of Use. • Where required support learners with cybersafety and behaviour through the eSafety Commissioner resources
Strategic Marketing, Communications and Media (SMCM) Unit	• Update the Social Media Resource Toolkit and online training with Learning Services. • Share resources with the DoE Social Media Administrators group as they are published. • Share/publish relevant resources through appropriate channels, such as the Social Media Administrators Team page. • Update DoE administrators of DoE social media directives and actions required. • Coordinate the DoE centralised archiving of social media records with our archiving vendor
Learning Services	• Share/publish social media resources through appropriate DoE channels, such as *Principal Matters* and *Learning News*. • Update the Social Media Resource Toolkit and online training with SMCM. • Support DoE accounts/pages and administrators. • Support schools with social media incident management responses and advice including escalation to appropriate contact points.
Libraries Tasmania	• Share/publish social media resources through appropriate Libraries preferred communications channels. • Manage and support Library centres with their social media.

4 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 Resource Toolkit. SMCM also provide ongoing support and advice related to social media accounts.

4.1 Learner use – participation, wellbeing and privacy

Participation for teaching and learning

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

Learner wellbeing

All staff, learners, parents and carers ARE TO contribute to the wellbeing of learners by modelling and promoting appropriate behaviours and respectful relationships.

All staff and volunteers MUST comply with all mandatory reporting obligations if they know, believe, or suspect on reasonable grounds that a child is suffering, has suffered, or is likely to suffer, abuse or neglect.

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

Age requirements

All staff:

- MUST not ask 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. (Information is available from the Office of the eSafety Commissioner https://www.esafety.gov.au/parents/skills-advice/are-they-old-enough).
- MAY 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.

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 (eg informal support from staff, formal counselling).
- Non-punitive and restorative approaches ARE TO be utilised to address cyberbullying.

When cyberbullying occurs outside of school between students from the same school or different DoE schools:

- A third party MAY have the authority to deal with the cyberbullying that has occurred.
- DoE schools ARE TO support parents or carers to engage with the relevant third party (such as the Office of the eSafety Commissioner – Making a cyberbullying complaint and/or police) to resolve the issue.

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

- DoE schools ARE TO make resources available to the parents or carers of DoE students on how to report behaviour to relevant authorities/channels (such as the Office of the eSafety Commissioner – Making a cyberbullying complaint and/or police).

Protecting learner privacy

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

Schools, CFLCs and Libraries:

- 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 parental consents in enrolment and validation forms (Legal Issues Handbook – Chapter 11).

- 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. (See the DoE Publications Photo and Video Permissions FAQs)

4.2 Employee use – professional boundaries, wellbeing and privacy

DoE 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

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.

In line with the Professional Standards for Staff Policy, 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 they are a member of the employee's family and that contact is reasonable:

- Section 2.2 states that 'interactions between staff and learners MUST have an educationally valid context', and 'staff MUST manage their privacy settings so learners cannot see their social networking pages and photos'.

- Section 2.3 states that 'staff MUST not commence or maintain a personal relationship with any student unless the student is a member of the employee's family'. This applies to the use of social media.

- The Protective Practices for Staff in their Interactions with Students Guidelines (Section 2.2) states under 'Maintaining professional boundaries with students', that correspondence of a personal nature with learners with social media is not appropriate.

DoE does not endorse or provide a support service for the use of private or closed groups. If you choose to use these platforms, they need to be run and managed outside of the official DoE account. These pages will not be managed, supported or archived by DoE.

There may also be circumstances where staff and learners are members of the same social media groups, external to a DoE 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.

All staff ARE TO be aware of the requirements under DoE's Conditions of Use Policy for All Users of Information and Communication Technology and the ICT User Agreement – Guidelines for Employees - in particular unlawful or inappropriate use and sanctions – including under the State Service Act 2000:

- The Conduct and Behaviour Standards (Section 2: Professionalism and Ethical Conduct) states that 'At all times employees should conduct themselves in a manner that does not bring DoE into disrepute'.

- The Professional Standards for Staff Guidelines (Appropriate Use of Electronic Communication and Social Media) states that 'social and mobile digital media should not be used for communication of a personal nature that is beyond that required for business or learning purposes'. Examples of appropriate and inappropriate communication by staff are listed.

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
- distinguishing between personal activities and work activities
- differentiating personal views from DoE's views
- not disclosing confidential information obtained through work.

In addition to the directions listed above, it is strongly suggested that employees make 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 DoE 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.

Employee wellbeing

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

All staff ARE TO exercise self-protective 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.
- **ARE TO** put in place supports (such as the Employee Assistance Program) 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

In addition to the self-protective behaviours, all staff using social media for personal use **MAY** (and are strongly encouraged to):

- keep professional and personal identity separate
- not use a DoE email address to join or create social media accounts
- not make personal details public, such as addresses, date of birth and place of employment
- 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
- set privacy settings so only approved friends can access information, comments and images – not allowing 'friends of friends' access
- before sharing post information, always be mindful of who can see, react, or comment.

4.3 Official DoE use – managers/principals, account administrators and member relationships

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 DoE social media account if they choose to and have the necessary skills. If the site manager or principal <u>is not an administrator</u>:

- a member of their leadership/management team MUST be an administrator of official public DoE 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

Schools, CFLCs and libraries **ARE TO** provide information about responsible and respectful behaviours on social media to their communities. This information **MAY** include the:

- link from the accounts 'about' or 'blurb' section to the DoE behaviour statement for social media.

- Enquiries and Complaints resources – explaining how best to approach schools about concerns

- Respectful School Volunteer and Visitor Behaviour Policy and Process – sharing links and information from the school's policy and what is agreed as unacceptable behaviour of volunteers and visitors

- DoE Values materials – linking behaviours to our values.

When comments are made or posts are shared that negatively impact on DoE schools, libraries, CFLCs or business units, but they are not made on official DoE social media accounts, it MAY be appropriate for administrators / managers / principals to respond as outlined in the flowchart. However, if the issue is of significant concern, immediately contact Learning Services and/or emergency services.

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

4.4   School Association use

DoE staff MUST NOT administer any School Association social media accounts, unless they are members of a School Association Committee.

DoE 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 DoE.

DoE 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.

5   Support, information, and tools

You must notify the SMCM Unit when you need to setup an official social media page via the intranet form or email socialmedia@education.tas.gov.au. In doing this, SMCM can provide ongoing support and advice related to social media accounts, maintain a central social media register, and record and archive selected DoE social media accounts. All administrators must complete the mandatory Canvas online Social Media Administrators Training.

SMCM monitors corporate DoE social media accounts (the whole-of-DoE 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 DoE managed accounts. SMCM 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 Resource Toolkit on the DoE intranet.

5.1   Other supporting information/tools:

- DoE Values
- Legal Issues Handbook
- Making Public Comment Infosheet

- Occupational Violence and Aggression
- Office of the eSafety Commissioner
- Respectful Schools Respectful Behaviour
- Student Wellbeing Hub

5.2   Related policies

- Social Media Policy
- Conditions of Use Policy for all Users of Information and Communications Technology
- Conduct and Behaviour Standards
- Professional Standards for Staff – Policy
- Protective Practices for Staff in their interactions with students
- Respectful School Volunteer and Visitor Behaviour Policy and Process – Template
- Respectful Student Behaviour Policy
- Use of Mobile Phones by Students at School Policy

5.3   Related procedures

- Social Media Procedures for Account Administrators
- ICT User Agreement – Guidelines for Employees
- Professional Standards for Staff – Guidelines
- Protective Practices for Staff in their Interactions with Students – Guidelines
- Respectful School Visitor and Volunteer Behaviour Procedure
- Security and Emergency Management Procedures

5.4   Legislation

- Archives Act 1983
- Copyright Act 1969
- Education Act 2016
- State Service Act 2000
- State Service Code of Conduct
- State Service Principles

5.5   Definitions

Administrator

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

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.

Learner

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

Member

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

Official DoE Social Media Accounts/Pages

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

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 DoE 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/