Social Media Acceptable Use Guidelines

These Guidelines are based on the School's values of Respect, Quality, Commitment and Diversity

Developed by: Public Relations Committee March 2017	Reviewed annually	Next review: March 2018

These Social Media Acceptable Use Guidelines for the School of Languages outline appropriate use of social media.

The School of Languages acknowledges that social media is commonly used to express views and ideas on a range of issues, but expects School of Languages community members, when using social media, to show courtesy and respect to all others; and not use such media to abuse others, expose them to offensive or inappropriate content, or to denigrate or disrespect the School of Languages.

Purpose
The purpose of these guidelines is to set standards of behaviour for the use of social media when it concerns the School of Languages and those within its community.

Scope
All those who are part of the School of Languages community – students, parents, teachers, support staff and volunteers should model respectful communication on social media that builds confidence and trust within the community and ensures the image of the school is not negatively affected or brought into disrepute.
Social media refers to social networking sites which includes but is not limited to Facebook, Twitter, LinkedIn, YouTube, Tumblr, MySpace, Wikis, Blogs, and OneNote.

Rights and Responsibilities
Members of the school community are expected to show respect to each other and to the reputation and good name of the school.

When using social media, members of the School community are expected to:
• promote positive online relationships that respect individual differences and a diversity of opinions in the school community and beyond
• represent their own views and not impersonate or falsely represent to be another person or to represent the views of the School
• respect the rights and confidentiality of others
• remove any inappropriate postings by others on a site they have set up; report inappropriate postings by contacting School of Languages
• not bully, intimidate, abuse, harass or threaten others
• not make defamatory comments
• not use obscene or offensive language towards others or the school
• not post content that is hateful, threatening, pornographic or incites violence against others
• not harm the reputation and good standing of the School of Languages or those within its community
• not post comments that use inappropriate language
• abide by the following School of Languages' policies: Cyber-safety Policy, R-12 Student Code of Conduct, and Parent Complaint Policy, all of which can be found on the School of Languages' website: www.schooloflanguages.sa.edu.au

Interacting with the School of Languages' Facebook page

The School of Languages seeks to share positive news, upcoming events and informative articles and links to resources on language learning via the school's Facebook page.

All users interacting with the School of Languages' Facebook page, whether 'liking' or commenting on posts are expected to use a Facebook account that clearly identifies the user by their real name.

Users will be able to 'like' and comment on the school's posts and on comments by other users. However, users will not be allowed to author a post of their own or load media such as photos or videos.

The School of Languages reminds the community that Facebook is not a forum for raising school related issues, whether general in nature or involving specific students, classes or staff. We do not permit the naming of students, staff or community members in negative comments. The names of others can be used in comments only when acknowledging someone's positive work or community contribution. Complaints should be raised in the appropriate way, via the Feedback and Complaints link on the School of Languages website.

Breach of the Social Media Acceptable Use Guidelines

A breach of these guidelines by students may also involve a breach of School of Languages' policies such as the Cyber-safety Policy and the R-12 Student Code of Conduct.

Students who breach these guidelines or the policies mentioned above will be subject to disciplinary action, which may include suspension from the School of Languages and in serious cases may be reported to South Australian Police. Any issues will be managed on a case by case basis.

The School of Languages reserves the right and responsibility to delete social media comments and/or to block or report users that breach these guidelines and above mentioned policies.

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