Students, Parents and Carers Social Media Guidelines

Ascham School

Ascham and Social Media

At Ascham we believe social media can be an important way for students and the wider Ascham community to connect with each other and the School. It is vital, however, that students, parents and carers (Ascham community) understand the importance of making good social media choices such as ensuring strong privacy settings, using appropriate language and behaviour and ensuring their own and others' safety at all times.

This guideline should be read in conjunction with Ascham's Social Media, Anti-bullying and Privacy policies located on the Hub: https://hub.ascham.nsw.edu.au/school-resources/policies

Definitions

Social media tools are defined in this guideline as all of Ascham's social media channels. These include:

- Ascham Facebook
- Ascham Instagram
- Ascham LinkedIn
- Ascham YouTube

Inappropriate use of Social Media

The School will not permit inappropriate use of social media by students, parents or carers including:

- Breach of the School values.
- Inappropriate use of language or images that portray the School in a poor light.
- Plagiarism or breach of copyright when posting to Ascham social media channels.
- Actions that bring the brand and reputation of the School into disrepute.
- Representing themselves as someone else either within the School or outside of the School.
- Disclosing personal information relating to students, staff or community members.
- Using Ascham's social media channels to defame, bully or discredit an individual, group or organisation.
- Disclosing official confidential information, without the authority to do so.

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Consequences

If a student does not follow the school's protocols with regard to social media use there may be consequences. Consequences will include:

- Parents will be informed of any social media misconduct by a student

- A student who misuses social media will be put on detention and/or be asked to fulfil a required number of hours of school community service (such as cleaning chewing gum, litter collection, tidying up the gym etc.).

- Any form of deliberate cyber bullying, harassment or unlawful behaviour on social media will be reported immediately to the Head of School and may lead to more serious consequences.

A student who does not follow these guidelines, due to lack of knowledge, will be required to have a compulsory education session on appropriate social media behaviour.

It is important to ensure all information posted to social media is correct. Posts with errors are to be corrected as quickly and transparently as possible.

Requirements of Parents

Parents have an important role in fostering a respectful and supportive School community. Hence (as per our Conditions of Enrolment) they are required at all times to not engage in any activity or conduct in relation to the School that will bring the School into disrepute or adversely affect the reputation of the School, including in electronic media such as social media.

Our Code of Conduct

Ascham School welcomes participation through our social media channels and encourages users to interact with us. Posts containing personal attacks, content of a violent, obscene, hateful, derogatory nature, racist or sexist language, illegal material, and hate speech of any kind is prohibited on this page, and may be deleted as determined at Ascham's absolute discretion. Ascham may choose to block users from interacting with a page, should they be deemed to be in repeated breach of this Code of Conduct. When interacting with an Ascham social media page, we ask that you exercise courtesy and respect for other users.