



Castle Hill High School Parents and Citizens Association

Social Media Policy

INTRODUCTION

The Castle Hill High School P&C Association, Inc. (the 'P & C') intends to utilise all forms of communication to promote the work of the P & C and the school and to engage the community.

Social media is defined as a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to publish, share and discuss content. Social media represents a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with the P & C's Code of Conduct in order to maximise our social media reach while protecting our public reputation.

PURPOSE

The P & C aims to encourage information and link sharing amongst its membership, staff and volunteers. It also seeks to utilise the expertise of its members, employees and volunteers in generating appropriate social media content in order to facilitate conversations and provide opportunities to promote, listen, share, collaborate and respond to our community. As at April 2016 this is limited to the Association's Facebook page and Team App.

Social media posts should be in-keeping with the image that the P & C wishes to present to the public, and posts made through its social media channels should not damage the reputation of the P & C in any way. Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

The Social Media Policy and Social Media Guidelines are not limited to social media managed by the P & C. It also applies to the use of all social media by P & C members. In using social media all P & C members agree to follow Castle Hill High School P & C Association policies including the Code of Conduct. This includes internet, Wi-Fi, email, text or instant messaging, websites, mobile phones and applications contained on mobile phones, and any other information or communication technologies developed following the release and subsequent updates of this Policy.

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CORE POLICY

Use of social media by members representing Castle Hill High School P & C Association Inc. shall be consistent with the following core values:

- Integrity: P & C members will not knowingly post incorrect, defamatory or misleading information about the P & C's own work, the work of other organisations, or individuals. In addition, they will post in accordance with the Copyright and Privacy policies of the P&C.
- Professionalism: The P & C's social media represents the association as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of the P & C using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- Information sharing: The P & C encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.

The P & C should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time a professional balance must be struck which avoids placing the reputation of the association at risk.

Social Media Procedures

RESPONSIBILITIES

The P & C Executive Committee shall nominate a Communications Officer to co-ordinate the P & C's social media management.

The Communications Officer will oversee expansion of social media and help to develop the Social Media Strategy in line with the Code of Conduct of the P & C.

Staff and volunteers may, from time to time and where appropriate, post on behalf of the P & C using the association's online social media profiles. This is to be done only with the express knowledge and authorisation of the Communications Officer.

The Communications Officer has ultimate responsibility for:

- Ensuring that all posts are in keeping with the Code of Conduct of the P & C.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to

remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24 hour, 7 days a week occupation; as such, such responsibilities as outlined above may be delegated by the Communications Officer to another appropriate staff member/volunteer.

PROCESSES

Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to members of the P & C and any stakeholders?
- Is the information in keeping with the interests of the P & C and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would donors to the P & C or the Principal of the school be happy to read the post?
- If there is a link attached to the post, does the link work and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that the P & C would be happy to associate itself with?
- Is the tone and the content of the post in keeping with other posts made by the P & C? Does it maintain the overall tone of the P & C?
- If volunteers or staff are at all uncertain about whether the post is suitable, they should not post it until they have discussed it with the Communications Officer. A few moments spent checking can save the organisation big problems in the future.

Damage limitation

In the event of a damaging or misleading post being made, the Communications Officer should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If any issue arising from a damaging or misleading post appears likely to escalate, or to cause significant damage to the reputation of the P & C, revert to the Code of Conduct.

Moderating social media

The reputation of Castle Hill High School P & C Association, Inc. is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on the P & C, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons licence.
- Breach of data protection or privacy laws
- Advertisements

Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting Castle Hill High School P & C Association's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible o Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users. The decision to block, ban and remove posts ultimately lies with the Communication Officer, but may, at their discretion, be delegated to responsible staff and volunteers.

Authorisation

The Castle Hill High School Parents and Citizens Association has adopted this social media policy at a general meeting of the members on the day of, 2016.

Signed President:

NAME:

Witnessed Secretary.

NAME:

Social Media Guideline

Policy

The Castle Hill High School Parents & Citizens Association, Inc. (the 'P & C') is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and positive communications in all mediums.

Policy Objectives

The P & C intends to utilise all forms of communication to promote the work of the P & C and the school, and to engage the community.

Responsibilities

The President or a designated member of the Executive will be responsible for the administration and moderating of all P & C social media. For the purposes of the Social Media Policy and this Guideline, this person will be designated the Communications Officer.

Social media is defined as a group of online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to publish, share and discuss content. As at April 2016 this is limited to the P&C Facebook page and the Team app.

The purpose of the social media is to facilitate conversations and provide an opportunity to promote, listen, share, collaborate and respond to our colleagues and communities.

This policy is not limited to social media managed by the P & C. It also applies to the use of social media by P & C members.

In using social media P & C members agree to follow all P & C policies, including but not limited to the Code of Conduct.

Members agree to be clear in representing the P & C. Where a member is not representing the P & C it should be made clear that comments are made as an individual. Members shall be mindful that their role with the P & C may create a connection between what they say online and the P & C itself. Members should identify themselves when discussing P & C related topics or issues.

Where a member uses social media, they shall represent the P & C with integrity and be sure that the content published is consistent with expected professional standards.

Members shall be mindful that social media posts may have consequences where they are not appropriate. Members will respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.

Members will be polite and considerate in all social media activities. Where a post is negative or brings disrepute to the P & C it shall be reported immediately to the moderator for removal. Where a party continues to post negative comments, they may be blocked from P & C social media accounts.

The Castle Hill High School Parents & Citizens Association, Inc. has adopted this social media guideline at a general meeting of the members on the day of 2016.

Signed President: NAME:

Witnessed Secretary: NAME:
