



PURPOSE

To ensure that all staff members of Portland Secondary College understand their responsibilities when using social media platforms.

SCOPE

This policy applies to all staff employed at Portland secondary College including all casual, temporary and contract staff.

DEFINITIONS

Social media includes any online applications such as social networking sites, wikis, blogs, micro blogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.

Social media provides an opportunity to:

- engage and interact with our various audiences such as parents, students, staff and the wider community
- improve and increase staff expertise and confidence.

POLICY

The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with the department.

The department will enforce these five standards as and when appropriate:

- Always follow relevant department policies including the Code of Conduct.
- Do not act unlawfully (such as breaching copyright) when using social media.
- Make sure your personal online activities do not interfere with the performance of your job.
- Be clear that your personal views are yours, and not necessarily the views of the department.
- Do not disclose confidential information obtained through work.

Staff wishing to use social media for official department communication must gain permission from the Assistant Principal. All official communications are to be part of an overall communication plan which is monitored by the Assistant Principal.

Official department social media accounts need to be approved by the Assistant Principal.



Staff should adhere to the department's social media policy and guidelines. Personal accounts may not be listed or cross promoted on department platforms unless approved by the Principal.

RELATED POLICIES AND RESOURCES

[DIGITAL MEDIA POLICY](#)

REVIEW CYCLE

DATE	VERSION	RATIFIED BY	NEXT REVIEW
Oct 2018	2	Portland Secondary College School Council	Sept 2020