

STAFF MEDIA USAGE GUIDELINES (INSTAGRAM)



Help for non-English speakers

If you need help to understand the information in this policy, please contact Mentone Primary School on 9583 2995 or mentone.ps@education.vic.gov.au



Social Media Staff Guidelines

1. Social media in relation to staff and teachers relates to any online site which allows the public sharing of school data, images, videos and information.
2. Online behavior should at all times demonstrate a respect for the dignity of each person.
3. Social networking sites such as Facebook or Instagram must not be used by staff as a platform for learning activities with students.
4. Staff should not accept students as 'friends' on their own social network sites or interact with students on social networking sites.
5. Staff and student online interaction must occur only in an educational context.
6. Staff are advised to NOT accept ex-students or parents of current students as friends on personal Social Media sites.
7. Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites.
8. While staff have permission to post photographs of students to the school Instagram they do not have permission to post details that would identify any child.
9. Staff are personally responsible for content they publish online. Staff need to be mindful that what they publish will be public for a long time.
10. Staff online behaviour should reflect the same standards of honesty, respect, and consideration consistent with the standards that apply on school premises and in accordance with the school's values and ethos. The lines between public and private, personal and professional are blurred in the online world. If staff identify themselves online as affiliated with Mentone Primary School then they need to be aware that they are by definition representing the entire school community. Staff should ensure that content associated with them is consistent with their work at the school and the school's values and ethos.
11. Staff should not participate in spreading false or unsubstantiated rumours or false information in regards to the Mentone PS community and its members.
12. When contributing online staff should not post confidential student information.
13. Staff should be familiar with the Use of Social Media: Instagram & Code of Conduct Policy.

Suggested Posting Parameters

1. Each level should be posting to the school Instagram at least once a fortnight for promotional purposes.
 - a. Some levels may post more or less often depending on learning programs. The aim is to promote activities across the school.
2. Content Suggestions: Excursions/Incursions, Learning Activities/Samples, Inter-School Sport, Community Events, Performance Nights, Award Winners & Graduation
3. Each post must be approved by the cohort's PLT Leader before publishing.

N.B: Please ensure no students on the 'Do Not Publish' list are included in any social media posts. Please check this list with Office staff before posting.

Sample Instagram Post

1. Each post should include a caption that describes the learning or event taking place.
 - a. It should not identify students individually by name.
 - b. Example: "Grade 5/6 students are developing choreography in preparation for our POTH Performance Nights.
2. Always include the hashtags #MentonePS, Grade Level, e.g. #PrepMentonePS as well as any other relevant hashtags.
 - a. You should always tag the location of your post.



EVALUATION

Created date	5/06/2022
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Endorsed by	Principal
Endorsed on	4/9/2022
Next review date	4/9/2024