Social Media Code of Conduct

PURPOSE

BHCS understands the importance social media can play in the lives of the school community when it comes to communication, collaboration, learning and sharing. This includes using tools such as Facebook, Instagram, Twitter and a host of other online tools and applications used for the purposes of connecting and sharing information.

Our social media pages provide people with an opportunity to make enquiries or share their knowledge and experiences. Those who voluntarily become part of our social media networks should note that comments posted are public. We require that any interaction with our School's social media networks demonstrate our ethos: Act Justly, Love Mercy, Walk Humbly with our God. We want everyone to be part of our community in a positive way while showing each other respect.

This Code of Conduct exists to protect the School's reputation through the establishment of clear guidelines of what is acceptable when interacting within our social media networks.

WHEN POSTING COMMENTS

We request that all users interacting with within the School's social media networks, either through liking posts or commenting on them, do so by using accounts that clearly identify the user by their real name. BHCS will not connect with users who are not clearly identified. Users are encouraged to only use first names in posts when acknowledging someone's great work or community contribution. Although we want to build our community through positive support, we also want to protect the privacy of the individuals within our community members.

NEGATIVE POSTS

The School encourages support through comments or 'likes' and welcomes questions via our social media networks, but there are some things that should be dealt with privately. The School does not want to see our social media networks used for issues involving any students or staff. The School will also not support or allow the publishing of comments that reflect negatively on any member who forms part of our School community or permit comments that are intended to incite discord (flaming). How our community behaves on our social media networks serves as an example to our students on how to behave in a social media environment.

PRIVACY AND THE LAW

Being mindful of online safety, we ask that users refrain from using surnames or post specific information about people at our School. Comments that may be considered as breaching an individual's privacy may be deleted to protect that individual. The School also abides by the Australian Privacy Principles (APP) guidelines set out by the Office of the Australian Information Commissioner (OAIC). As each social media network has its own 'Terms and Conditions', users must also abide by these. The School will not engage with individuals who are considered to be minors if a network poses restrictions in relation to this. Children are free, under the supervision of their parents, to view our pages and contribute to content.

POSTING TO BHCS SOCIAL MEDIA NETWORKS

Users will be able to 'like' a post, comment on the School's postings and on any comments made by other users. Users will not be able to author a posting of their own or upload media (photos and videos). These abilities are restricted to the authorised BHCS staff.

BREACHING THIS CODE OF CONDUCT

The School reserves the right to both moderate and filter any and all of the content on its social media pages and to block users from interacting with any of our networks if it is deemed to be a breach of this Code of Conduct. Inappropriate content, comments or posts that do not meet the guidelines of our Code of Conduct will be removed. No further correspondence will be entered into regarding the removal of this content.

SOCIAL MEDIA NETWORK ADMINISTRATION

The administrators of each of our sites, the IT Manager and Executive Leadership are responsible for ensuring that the Social Media Code of Conduct is implemented. This Code of Conduct will be reviewed annually to ensure that it continues to meet the needs of our School Community and current social media practices.