

Unofficial social media and content protocols

May 2020

Background

The Catholic Schools Office (CSO) encourages its audience to participate in conversation on social media; the expectation is this will be done in a respectful, constructive and inclusive manner. The CSO respects the confidentiality of its staff and students and views the welfare of CSO teachers and students as a priority.

The preference of the CSO is to use sanctioned social media platforms to encourage and model behaviours desired in the online behaviour of students.

The CSO will assert its rights to uphold this in any social media dealings. The CSO and its schools **do not** agree with, or endorse, any post or comment on unofficial pages.

Purpose

In addition to the Catholic Schools Office *Social Media Acceptable Community Use and Content Policy*, the following protocols outline the appropriate and desired use and outcomes for unofficial social media platforms related to Catholic schools.

It applies to all posts and content related to Catholic schools and their school communities, including alumni, community and parent groups. The following protocols are subject to ongoing change due to the ever-changing nature of technology and online communications.

Protocols

The CSO's position on non-CSO social media pages/groups (e.g. parent/community, alumni, etc) is:

- School names are not to be used
- All pages/groups must be open, not closed to promote inclusivity, not exclusivity
- School crests are not to be used
- No images/video of students in school uniforms are to be shared
- No defamation of schools or person(s) affiliated with schools
- No comments which infringe on copyrights
- No confidential information of students or staff is to be shared
- No name-calling, personal attacks, hate speech, profanity/obscenity/vulgarity relating to students or staff
- It is advised that no staff member be part of non-CSO pages/groups

The CSO reserves the right to request that content or pages/groups be taken down if they exhibit any of these qualities in connection with the CSO and/or its schools.