

Blaxland Public School



Social Media Policy

Be honest

Be considerate

Be apolitical

On line applications

Social networking

Wikis

Blogs

Microblogs

Videos

Audio sharing

Message boards

Be impartial

Be polite

Use common sense

Demonstrate NSW public education values; fairness, respect, integrity and responsibility.

In conjunction with.....
Code of conduct
Acceptable Student Usage

On line
Communication
Services

Communication
Devices for
Staff

Social
Media
Technology

On line
communication
Services

Copyright

Privacy Act

Policy Statement

The Department of Education and Communities (DEC) supports constructive staff participation in social media online applications in order to provide opportunities to engage, share, discuss, listen, respond, collaborate and interact with various audiences whilst promoting staff expertise.

The department applies five standards in the work and personal use of social media where there is an identified connection with DEC. The standards are enforced as and when appropriate.

1. Always follow relevant department policies including Code of Conduct.
2. Do not act unlawfully when using social media – this includes copyright.
3. Personal on line activities are not to interfere with work performance.
4. Be clear that personal views/ opinions are yours alone and not that of DEC.
5. Confidential information obtained through work is not to be disclosed.

The NSW Department of Education and Communities' Social Media Rules of Engagement.

1. Know and follow relevant department policies including Code of Conduct.

- What you produce can ultimately have consequences for you.
- Failure to abide by these guidelines and the Code of Conduct could put you at risk.
- Please also follow the terms and conditions for any third-party sites.

2. Be aware when you mix your work and personal lives.

- The lines between your personal and professional lives are blurred in online social networks; as are what might be considered 'public' versus 'private' boundaries.
- Your role with the department creates an association between what you say online and the department itself.
- Represent us well and be sure that the content you publish is consistent with your work and our professional standards.

3. Be transparent and identify yourself when discussing department-related topics or issues.

- If you are publishing content related to your work, identify that you are a department employee.
- If your comments are not made on an official department social media account, be clear it's your personal opinion.
- As an identified department employee, your comments should be apolitical, impartial and professional.

4. Consider what you say, before you say it.

- If you're uncertain about something, don't publish!
- It will be around for a long time so make sure it's correct before you post and seek advice if in doubt.

- Remember whatever you publish on your personal account is yours and can have consequences for you personally.
- Don't forget to check your spelling and grammar – your professional credibility is inextricably linked to your online comments.

5. Be original and respect copyright.

- It is critical that you show the proper respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
- Acknowledge your source – it's also good practice to link to other people's work.

6. Use discretion

- In your efforts to be transparent, you need to take care not to publish information that should not be made public.
- If you are not responsible for the information, ask permission to publish content that isn't already in the public domain.
- Avoid discussion of industrial or legal issues, and refer these to the relevant directorates if asked to comment specifically.
- Content published on the internet is widely accessible and is public for a long time.
- If you are in doubt about whether information can be made public, seek advice.

7. Play fair: be polite, be considerate

- Don't be afraid to be yourself but do so respectfully.
- Adopt a polite and considerate tone and avoid crossing the line from healthy debate into attack.
- Be sure to make it clear that your views and opinions do not necessarily represent the official views of the department.

8. Produce content about your area of expertise.

- Whenever possible make sure you produce content about your areas of expertise, as they relate to the activities of the department.
- If you are responding to a question that falls outside your area of expertise, state that it isn't your area of expertise and that you'll follow up.
- Seek advice from the appropriate area within the department to develop a response.

9. It's a conversation so be human.

- Share your thoughts and opinions in a personable way.
- Listen to what people are saying, avoid 'lecturing', and produce content that's open-ended and invites response. ■■ Actively encourage people to submit comments.
- Be plain-speaking, informal but respectful, empathetic, friendly, positive, concise and honest.

10. Admit your mistakes .

- We all make mistakes. So when you make a mistake, be quick to admit and correct it.
- If you are correcting a mistake do so, but indicate the change you've made.
- If it is more serious and could lead to legal action, contact legal services for advice.

11. Make sure that your personal online activities don't interfere with your job performance.

- Be mindful of personal time spent on social media at work.
- Used well, social media provides excellent opportunities for professional networking, ideas exchange and customer feedback.

12. If it's official department communication, be dedicated, be constant.

- If you decide it's appropriate to use social media for official department communication, you need to get permission from the senior manager in your area first, then ensure appropriate approvals.
- Make sure it is part of an overall communication plan, listen to what people are saying and have someone champion the account to keep the conversation going.
- An unintended conversation can send the wrong message, so if you don't have the resources to maintain it, don't do it.

[NSW DEPARTMENT OF COMMUNITIES.det.nsw.edu.au](http://NSWDEPARTMENTOFCOMMUNITIES.det.nsw.edu.au)

On line communication

Acceptable usage for school students.

Access and Security

Blaxland Public School students will:

- not disable settings for virus protection, spam and filtering that have been applied as a departmental standard.
- ensure that communication through internet and online communication services is related to learning.
- keep passwords confidential, and change them when prompted, or when known by another user.
- use passwords that are not obvious or easily guessed.
- never allow others to use their personal e-learning account.
- log off at the end of each session to ensure that nobody else can use their e-learning account.
- promptly tell their teacher if they suspect they have received a computer virus or spam (i.e. unsolicited email) or if they receive a message that is inappropriate or makes them feel uncomfortable.

- seek advice if another user seeks excessive personal information, asks to be telephoned, offers gifts by email or wants to meet a student.
- never knowingly initiate or forward emails or other messages containing:
 - a message that was sent to them in confidence.
 - a computer virus or attachment that is capable of damaging recipients' computers.
 - chain letters and hoax emails.
 - spam, e.g. unsolicited advertising material.
- never send or publish:
 - unacceptable or unlawful material or remarks, including offensive, abusive or discriminatory comments.
 - threatening, bullying or harassing another person or making excessive or unreasonable demands upon another person.
 - sexually explicit or sexually suggestive material or correspondence.
 - false or defamatory information about a person or organisation.
- ensure that personal use is kept to a minimum and internet and online communication services is generally used for genuine curriculum and educational activities. Use of unauthorised programs and intentionally downloading unauthorised software, graphics or music that is not associated with learning, is not permitted.
- never damage or disable computers, computer systems or networks of the NSW Department of Education and Training.
- ensure that services are not used for unauthorised commercial activities, political lobbying, online gambling or any unlawful purpose.
- be aware that all use of internet and online communication services can be audited and traced to the e-learning accounts of specific users.

Privacy and Confidentiality

Blaxland Public School students will:

- never publish or disclose the email address of a staff member or student without that person's explicit permission.
- not reveal personal information including names, addresses, photographs, credit card details and telephone numbers of themselves or others.
- ensure privacy and confidentiality is maintained by not disclosing or using any information in a way that is contrary to any individual's interests.

Intellectual Property and Copyright

Blaxland Public School students will:

- never plagiarise information and will observe appropriate copyright clearance, including acknowledging the author or source of any information used.
- ensure that permission is gained before electronically publishing users' works or drawings. Always acknowledge the creator or author of any material published.
- ensure any material published on the internet or intranet has the approval of the principal or their delegate and has appropriate copyright clearance

Misuse and Breaches of Acceptable Usage

Blaxland Public School students will be aware that:

- they are held responsible for their actions while using internet and online communication services.
- they are held responsible for any breaches caused by them allowing any other person to use their e-learning account to access internet and online communication services.
- the misuse of internet and online communication services may result in disciplinary action which includes, but is not limited to, the withdrawal of access to services.

Monitoring, evaluation and reporting requirements

Blaxland Public School students will report:

- any internet site accessed that is considered inappropriate.
- any suspected technical security breach involving users from other schools, TAFEs, or from outside the NSW Department of Education and Training

[NSW DEPARTMENT OF COMMUNITIES.det.nsw.edu.au](http://NSW.DEPARTMENT.OF.COMMUNITIES.det.nsw.edu.au)

Communication Devices

Blaxland Public School staff:

- will be lawful, ethical and efficient in their official or private use of public property and services
- will be productive in the use of their work time.
- are also private citizens with individual personal needs and obligations.
- may need to make use of communication devices for personal purposes.
- will be reasonable in their use of communication devices for personal purposes.
- are also private citizens with individual personal needs and obligations.

Privacy and Personal Information Protection (PIIP)

Privacy may be described as:

- the right to be left alone.
- the right to exercise control over personal information.
- a set of conditions necessary to protect our individual dignity and autonomy.

Personal information may be described as:

- any information or opinion about an identifiable person. This includes name, gender, address etc.

- the right to exercise control over personal information.
- a set of conditions necessary to protect our individual dignity and autonomy.

The ACT identifies twelve information protection principles (IPP).

Collection of information

1. Lawful –the information must be collected for a lawful purpose. It must also be directly related to the school and department’s activities and necessary for that purpose.

2. Direct –information must be collected directly from the person, unless you have given your consent otherwise. Parents and guardians can give consent for minors.

3. Open – the person must be informed that the information is being collected, why it is being collected and who will be storing and using it.

4. Relevant – the department and school must ensure that the information is relevant, accurate, up-to-date without intruding on personal affairs.

Storing Information

5. Secure –information must be stored securely, not kept any longer than necessary, and disposed of appropriately. It should be protected from unauthorised access, use or disclosure.

Accessing Information

6. Transparent – the department and school must disclose details about what personal information is stored.

7. Accessible – the department and school must allow a person to access personal information without unreasonable delay and expense.

8. Correct – the department and school must allow persons to update, correct or amend personal information where necessary.

Information Use

9. Accurate – the department and school must make sure that your information is accurate before using it.

10. Limited – the department and school can only use the information for the purpose for which it was collected, for a directly related purpose, or for a purpose to which the person has given consent. It can also be used without your consent in order to deal with a serious and imminent threat to any person’s health or safety.

Information Disclosure

11. Restricted – the department and school can only disclose information with consent or if the person was told at the time it was collected that they would do so. The department and school can also disclose your information if it is for a related purpose and they don't think that you would object. Information can also be used without consent in order to deal with a serious and imminent threat to any person's health or safety.

12. Safeguarded – the department and school cannot disclose sensitive personal information without consent, for example information about ethnic or racial origin, political opinions, religious or philosophical beliefs, health or sexual activities or trade union membership. It can only disclose sensitive information without consent in order to deal with a serious and imminent threat to any person's health or safety.

Please refer to Office of the Commissioner for Privacy.

Copy right – Internet

Copyright covers a number of areas.

The *Copyright Act* gives owners the exclusive right to manage their works in a number of ways.

To:

- ❖ reproduce the work in a material form;
- ❖ publish the work;
- ❖ perform the work in public;
- ❖ communicate the work to the public and or
- ❖ make an adaptation of the work

without the owner's permission will usually be an infringement of copyright.

Exceptions

The *main* exceptions relate to:

1. Use of copyright material by those who hold a **statutory licence** (such as schools and government bodies)

Statutory Licence with the Copyright Agency Limited (CAL)

NSW government schools may photocopy, digitally copy and communicate 10 per cent of the print form of most literary, dramatic, musical and artistic works for educational purposes.

TV and Radio

Statutory Licence with Screenrights

NSW government may copy and communicate TV and radio broadcasts in analogue and digital formats. The Screenrights licence permits NSW government schools to copy for educational purposes as much of a TV or radio program as is needed, as many times as needed.

Performing Music in Public

Voluntary Licence with the Australasian Performing Right Association (APRA)

NSW government schools are authorised 'small performing rights' to publicly perform music and accompanying lyrics at the school or at a function connected with the school's activities.

The APRA licence **does not** cover '*Grand Rights*' These include a musical play, opera, operetta, musical play, pantomime, ballet, large scale choral works over 20 minutes long, performances given by professional musicians or interschool music festivals.

Recording Music & School Performance of Music

Voluntary Licence with Australasian Mechanical Copyright Owners Society (AMCOS)/ Australasian Performing Right Association (APRA)/ Australian Record Industry Association (ARIA)

The AMCOS/APRA/ARIA licence allows schools to reproduce musical works and sound recordings for non-profit, educational and commemorative purposes. Schools may record pieces of music, lyrics and sound recordings for use in concerts and other school events. Video recordings of musicals are not covered.

Photocopying originally purchased 'print' music AMCOS Voluntary Licence

Schools may copy sheet music. Conditions apply.

Conditions for copying printed music.

It is a breach of copyright to copy music:

- for private tuition, even if it takes place on the educational institution's premises
- for external examinations
- into a digital format or scanning of musical works
- of music textbooks
- of music tutorials
- of librettos
- of Grand Right Works (except copies of vocal scores consisting of a maximum of three songs provided that the copies are not made or used in the rehearsal or performance of a Grand Right Work)
- with changed lyrics.

Copying Limits

- The copying limits are linked to the number of originals of each musical work owned by the school or the teacher.
- The work does not need to be commercially available to attract copyright.

Primary Schools

Type of musical work	Permitted no. of copies per original
Separately published works	30 copies in total
Vocal score	30 copies each of a maximum of three songs from the vocal score (provided that the copies are not made or used in the rehearsal or performance of a Grand Right Work)
Choral Sheet	5 copies in total
Music Collection	30 copies in total with a maximum of 3 from the collection
Transcription by hand of melody and/or lyrics of a song	30 copies in total
Transcription by hand of musical work into a different key (Transposition)	30 copies in total
Orchestral/ band set	Copies of up to 30 instrumental parts
Chamber Music Work	Up to the number of players, provided not more than 10 parts are copied

2. Use of copyright material for what is called **'fair dealing'** for research or study, criticism or review and reporting of news.

Fair Dealing

Fair dealing takes into account what is reasonable to copy, the purpose of the copying, the possibility of obtaining the work in a reasonable time at an ordinary commercial price and the amount and 'substantiality' of the copying.

Research or Study

A person may copy parts, and in some cases the whole, of a:

1. literary, dramatic, musical or artistic work
2. sound or television broadcast
3. film, video/DVD
4. multimedia product
5. computer program
6. database for free for the purposes of research or study where the person undertaking the study does the copying and extracts are sought.

Factors to be taken into account

The following will be considered to be fair dealing:

1. whole or part of an article in a periodical
2. more than one article in a periodical where they relate to the same subject matter
3. a 'reasonable portion' of a published edition of a literary, dramatic or musical work, being 10 percent of the number of pages in the edition where the edition is more than 10 pages long or up to one chapter where the work is divided into chapters.

Copying more than a reasonable portion

The following factors will be considered:

1. the purpose and character of the dealing
2. the nature of the work
3. the possibility of obtaining the work within a reasonable time at an ordinary commercial price
4. the effect of the dealing upon the potential market for, or value of, the work
5. the amount and substantiality of the part copied in relation to the whole work.

The above applies for audio-visual material (sound recordings, films and broadcasts).

Multiple copying for class use

Multiple copying of copyrighted works by an educational institution will not be a fair dealing even where the students are studying newsworthy items or engaging in criticism and review. This will be covered by the statutory licence schemes.

Criticism or Review

A student may copy or produce parts of a literary, dramatic, musical and artistic work for the purpose of criticism and review, such as where a student is reviewing a book, CD or film for a student newspaper or similar publication. The source work, the copyright owner and the author (if different from the copyright owner) must be sufficiently acknowledged in the publication.

Reporting the news

A fair dealing may be for reporting the news in the print, radio or television media. The same exception applies for audio-visual material (sound recordings, films and broadcasts). The term newspaper, magazines or similar periodical includes e-zines and other online publications and also includes school newspapers and magazines. Sufficient acknowledgement must be made of the copyright owner and the author of the work

3. Use of copyright material in examinations.

For the purpose of the exam copyright material may be used. Outside exam conditions copyright applies.

Code of Conduct

Responsibility to the Government

Staff will:

- implement relevant Department of Education and Training Policy as determined relevant by the Government;
- participate in the development and implementation of departmental objectives and initiatives resulting from policy and
- align behaviour with the values of departmental policy

Servicing Public Interest

Staff will:

- behave in a manner that promotes confidence in the integrity of Public Education;
- perform their duties objectively, making decisions using established criteria and considering only relevant criteria and
- have all of the normal rights and obligations of employees under common and statute law.

Duty of Care to Students

Staff has a duty of care to protect the well-being of students. The standard of care is commensurate with the maturity and age of the students.

Staff will:

- assess risks associated with activities;
- address and manage risks associated with activities;
- provide adequate supervision based on student maturity, reliance and needs;
- participate in training and development to assist with risk assessment and management;
- implement policy and procedures for child protection and student welfare;

Community Involvement

Staff recognises the importance of the involvement of the wider community in schools and will provide opportunities for parents / interested parties to participate in policy development and teaching and learning activities – where appropriate.

Professional and Appropriate Behaviour

Blaxland Public School staff are professionals who will exercise the best technical and professional judgement, adhering to ethical codes of the teaching profession.

Staff will:

- make effective and sound judgements;
- strive for quality in teaching and learning in themselves and teachers that are supervised;
- participate in policy development, plans and programs and effective implementation;
- promote and support Public Education;
- strive to impart the knowledge, skills and strategies students require in order to become effective learners and members of the community;
- devise and support effective teaching and learning and evaluation programs;
- use assessment to inform their teaching;
- meet the individual needs of students;

- participate in professional development in order to deliver quality education as a result of sound curriculum development, delivery and evaluation, classroom management and teaching skills;
- have the support of supervisors who promote integrity, professional behaviours, appreciation, recognition and mutual respect.
- assess, evaluate and improve systems, acting on suggestions – where relevant and appropriate;
- dress in a comfortable manner that demonstrates respect for themselves and the community;
- be aware that unlawful or unprofessional conduct that damages the reputation of the department may result in disciplinary action by the Department of Training and Development;
- treat members of the public, their colleagues, students and parents with respect, fairness and equity;
- employ consultative decision making procedures informing relevant parties as promptly as possible;
- promote cooperation, collegiality and harmony in the work place;
- respect and care for departmental property;
- carefully review any documents they are asked to sign and
- be aware that personal references cannot be given on behalf of the school.

Respect for people and property.

Blaxland School Staff will:

A co-operative, collaborative atmosphere conducive to the promotion of integrity in the workplace will assist staff in the implementation of this Code.

Fairness and Equity

- Decisions involving individuals will be based on fact and in accordance with established procedures.
- Decisions will be fair, made with integrity, objectivity and honesty.
- All students will be treated equitably and in accordance with special needs, policy and established procedures.
- Staff will identify themselves when dealing with the school and wider community – where relevant.

Ethical Decision Making

Questions to ask

- Is this decision lawful?
- Who needs to be consulted in this decision?
- Does the decision align with DET policy, procedures and principles?
- What will be the outcome? How will this affect all stakeholders?
- Is there a conflict of interest?
- Can the decision be justified?
- Would the decision withstand public scrutiny?

Conflict of Interest

Real or perceived conflicts of interest arise when a staff member could be perceived to be influenced by a personal interest when performing official functions.

Official functions include such issues as financial, irrelevant personal beliefs or attitudes, politics, personal relationships, private employment, coaching class students privately, etc.

Staff will:

- notify their supervisor if they believe there is a conflict of interest;
- document and resolve the issue with their supervisor and
- disclose to a panel convenor of possible conflict of interest.

The supervisor may resolve the issue in the following ways:

- document the perceived conflict of interest and take no further action as the situation can be dealt with in terms of supervision or requires no further action;
- document and remove the staff member from the source of conflict;
- transfer the staff member (where no disadvantage arises);
- refer the situation to a more senior staff member and
- supporting the staff member in a way that minimises the conflict to the extent that it does not / will not impinge on the work place.

LEARNING COMMUNITY RELATIONSHIPS

The staff will:

- promote the safety, welfare and wellbeing of students;
- comply with relevant child protection policy and procedures;
- conduct their relationships with students in a way that will not compromise themselves, the student or the department;
- engage with students in a constructive and positive way;
- ensure behaviour management deals with the situation, the behaviour and never the student – personally and
- ensure students do not feel rejected, disliked or belittled;
- treat members of the public, their colleagues and students with respect, fairness and consistency;
- be sensitive to the needs of others and provide all necessary and appropriate assistance practicable;
- where practicable, implement consultative decision making practices;
- convey decisions made and information to those with a right to know as soon as is possible;
- irrespective of position, conduct themselves in a manner which will promote cooperation and harmonious relations among colleagues and
- respect and care for departmental property.

The students will:

- be consistently honest and trustworthy;
- listen to and follow through on teacher instructions;
- strive for the highest personal achievement in all aspects of their school work;
- demonstrate respect for themselves and others;
- accept the right of others to hold different or opposing views;
- take responsibility for their actions;
- cooperate, working together with peers and teachers to achieve common goals;
- support others;
- engage in peaceful resolution to conflict;

- participate proactively and productively in individual and group activities;
- take pride in themselves and their work;
- care for themselves and their peers;
- respect the property belonging to the school and other students and
- be fair and just in their interaction with peers;

The parents will:

- comply with relevant child protection policy and procedures;
- conduct their relationships with students in a way that will not compromise themselves, the student or the school;
- engage with students in a constructive and positive way;
- ensure students do not feel rejected, disliked or belittled;
- treat members of staff, other parents and students with respect, fairness and consistency;
- promote cooperation and harmonious relations;
- respect the privacy of students, teachers and other parents;
- support the school's implementation of teaching and learning programs and policy;
- communicate with the school on any matters they feel are important to the overall safety and welfare of their child.