



THE HUTCHINS SCHOOL

Social Media Policy

Relevant legislation	Privacy Act 1988 (Commonwealth) Work Health & Safety Act 2012 Anti-Discrimination Laws (Commonwealth) Anti-Discrimination Act 1998
Commencement date	01 June 2016
Last review date	01 June 2023

1. Purpose

The purpose of this policy is to set standards of behaviour for the use of social media that are consistent with the broader values, mission, aims and expectations of the School community. The Hutchins School (the School) encourages its staff, students and the School community to engage with social media responsibly, in the context of adding value to our learning environment.

This policy should be read in conjunction with the School's [Student Social Media Policy](#).

2. Scope

This policy refers to the use of social media where there is clear evidence of a connection with the School. It applies to all staff (including temporary and contract staff), students and members of the School community.

3. Objectives

The objectives of this policy are to:

- Demonstrate the value of the use of social media in a manner consistent with the School's values of humility, kindness, courage and respect;
- promote and maintain a culture of kindness, engagement, openness, trust and integrity when using social media;
- inform staff, students, and members of the School community of their responsibilities concerning the use of social media;
- educate staff, students and members of the School community regarding the School's standards and expectations when using social media and social networking services;

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- encourage the use of social media that is responsible, professional, lawful and used in a productive manner;
- oversee the use of social networking technologies within the School community to reduce unnecessary operational risk, (e.g. security, safety, legal, crisis management or damage to reputation); and
- maintain compliance with relevant legislation.

4. Definitions

Digital media	Graphic, audio, video or other content that is captured, uploaded and communicated online.
Social media	Sometimes described as social networking or web 2.0 technologies, 'social media' refers to all social networking websites, services, tools and communities used for creating, publishing, sharing and discussing information.
Social network	An online platform that connects online identities who share digital media, interests, activities, backgrounds or real-life connections. ¹
Staff	For the purpose of this policy, 'staff' refers to all people engaged with the School, whether in a paid or unpaid capacity. This includes volunteers and contractors.
The Hutchins School community	For the purpose of this policy, 'the Hutchins School community' refers to parents, carers, alumni, associations (including, but not limited to, the Hutchins School Old Boys' Association and the Parents' Association), governing bodies (such as The Hutchins School Board), volunteers, contractors and sub-contractors of the School.

5. Policy statement

This policy informs staff, students and members of the School community of their responsibilities with respect to the use of social media within the School context; however, the principles and values contained within this document have a clear and extensive application to all online interactions both within and beyond the School community.

Staff responsibilities

Staff are not permitted to post images/video/audio of students on personal or business social media accounts. Such media may only be distributed through the School's own social media accounts and networks.

¹ Definition from the Tasmanian Department of Education Social Media Policy (TASED-4-4792). Accessed online at <https://documentcentre.education.tas.gov.au/Documents/Social-Media-Policy.pdf>, 23/10/2019.

Staff are not permitted to 'friend', connect with, message or 'follow' students on any social media platform, under any circumstances. Communication between staff and students in school-administered groups is permitted where appropriate, subject to the guidelines contained in this document.

Staff are permitted to 'friend', contact, message and 'follow' parents/carers; however, school business must be restricted to school-approved social media channels and outlets only, not private communication.

Staff are also permitted to 'friend', contact, message and 'follow' students that are members of their families but are encouraged to ensure that all school-related communication occurs within official channels.

Student responsibilities

Student use of social media is subject to the guidelines listed below and to the ICT Guidelines for Students. A separate [Student Social Media Policy](#) is available on SharePoint Online.

Community responsibilities

When using social media that has an evident link to the School, all members of staff, students and the School community are expected to ensure that:

- their use of social media is responsible, ethical and lawful; consistent with our vision and mission;
- their online behaviour reflects the same standards of respect and consideration that a reasonable person uses when communicating face-to-face;
- the provision and use of social media for student learning is age appropriate with consideration given to both the maturity of the learner and any age restrictions as per the Social Media Policy's terms of service;
- all content posted or published is accurate;
- the rights, privacy and confidentiality of others are respected, as per the Privacy Act;
- images/video/audio of students are not posted on official Hutchins social media unless permission has been provided by a parent/carer;
- brands, trademarks, copyright information and images are respected; and
- personal views are clearly stated as such and it is noted that they are not necessarily the views of the School.

When using personal social media, staff, students and members of the School community are to ensure that they do not:

- reuse or reformat images and video from the School's website without permission;
- disclose any confidential or staff-access-only information or use images that are the intellectual property of the School;
- bully, intimidate, abuse, harass or threaten others;
- make defamatory comments;
- use obscene or offensive language towards others;
- impersonate or falsely represent another person;

- post or publish content that is threatening, hateful, sexually explicit, or incites violence against others; or
- harm the reputation of the School in the community.

Social media posts that violate these principles may result in disciplinary action, as per the 'Breaches of the Social Media Policy' section below.

Organisational responsibilities

The School is committed to:

- providing social media content that is established and maintained according to its values, standards and policies, including those outlined in this document;
- ensuring that each official school social media presence has a link to this policy;
- obtaining consent from all families/staff/volunteers/employees for the use of their images or created works in a social media context; and
- taking measures to remove any unofficial school media presence that is used for communication on behalf of the School.

Breaches of the Social Media Policy

Should any member of the School's staff, students or community become aware of a breach of these standards, they are encouraged to email the School's communications team at communications@hutchins.tas.edu.au.

If a student, staff member or member of the School community feels concerned or aggrieved by online content or behaviour, School Contact Officers are available to assist and support that individual should they need advice about the School's policies and their options for resolution. Breaches and grievances reported via these mechanisms will be thoroughly investigated and may demand disciplinary action.

Students: Social media activity found in breach of these standards will be reviewed on a case-by-case basis. Cases will be assessed based upon the severity of the breach, and/or if the rights of another student, staff or community member are compromised. Disciplinary action will be at the School's discretion.

Staff: May be subject to disciplinary action which could include termination of employment.

Members of the School community: May be subject to consequences such as withdrawal of access to school IT services, termination of volunteer status and arrangements, or legal proceedings.

6. Supporting/related documents

[Commitment to Kindness](#)

[Practice and Behaviour Standards](#)

[Email Policy](#)

[Privacy Policy](#)

[Complaints and Grievances Policy](#)

[Safeguarding Children & Young People Policy](#)

[Harassment, Bullying and Discrimination Policy](#)

[Student Social Media Policy](#)

[Diversity, Equity and Inclusion Policy](#)

[The Hutchins School Code of Conduct](#)

7. Record keeping

This policy is to be kept for three (3) years until review, unless there is a significant legislative or organisational change requiring earlier review.

The master copy is kept in SharePoint Online in read-only in PDF form. All printed copies are uncontrolled.

8. Policy owner

Headmaster

9. Version Control

Version	Author	Purpose/Change	Date
2.0	Policy & Compliance Manager	Rewrite of original (1.0) policy. Significant textual changes; clarification around social media interactions between staff and students.	01/2019
2.01	Policy & Compliance Manager	Updated supporting/related links	01/2021
2.1	Policy & Compliance Manager	Updated to match changes to policy template since 2021. Minor changes made to text to highlight the need for consistency with the School's values. Included the School's Harassment, Bullying and Discrimination and Diversity, Equity and Inclusion Policies as links.	