Te One School

School Social Media

At Te One School, we use school social media to communicate and engage with our school community. We promote the safe and responsible use of school social media as part of our legislative responsibility to provide a safe school environment. The principal (or their delegate) oversees our use of school social media to ensure it is appropriate and responsive to the needs of our school community.

We consider privacy requirements in our use of social media, including seeking consent to share student personal information publicly. School social media users should also comply with the ▶**principles** of the Harmful Digital Communications Act 2015. See **Privacy** and **Public Sharing of Personal Information**.

Anyone engaging with school-related social media is expected to uphold our school values, support our inclusive school culture, interact respectfully with other members of our school community, and consider how their actions online may impact others. Students and staff must comply with any digital technology use agreements. See **School Community Conduct Expectations**, **Inclusive School Culture**, and **Digital Technology and Online Safety**.

If anyone in our school community receives a media enquiry about the school through any school social media accounts, pass the enquiry to the designated media contact(s). See **Media and Publicity**.

School responsibilities

To support the safe and responsible use of school social media, we:

- promote an inclusive school culture that is safe, welcoming, and respectful
- create an environment where our community feels safe to raise concerns and complaints
- take all reasonable steps to eliminate bullying and harassment within our school, including online
- have policies and procedures for digital technology and online safety, including how to deal with media queries
- respond to incidents of digital harm
- seek external support as needed (e.g. Netsafe).

Our school only uses online tools, platforms, and applications after we have considered and approved their terms and conditions, including privacy settings, data collection, and content ownership agreements.

School-related social media accounts

School-related social media accounts must be set up with approval from the school. Administrators of social media accounts must be currently associated with the school. One or more staff members must have administrator rights.

Administrators are responsible for:

- monitoring social media posts/comments and responding to notifications, or assigning responsibility for these tasks
- managing harmful posts/comments, including by:
  - removing untrue and offensive material, and reporting abuse
  - blocking users if necessary
  - documenting harmful content and actions taken, as appropriate
  - reporting inappropriate content to relevant staff.

Social media administrators are considered ▸ **online content hosts** under the Harmful Digital Communications Act. Administrators may be legally responsible for social media posts unless they follow the ▸ **safe harbour** process when dealing with any complaints about content. See **Responding to Digital Incidents**.

Related policies

- **Inclusive School Culture**
- **Bullying and Harassment**
- **Digital Technology and Online Safety**
- **Responding to Digital Incidents**
- **Media and Publicity**
- **Privacy**
- **Recording Photos, Video, and Sound**
- **Public Sharing of Personal Information**
- **Concerns and Complaints Policy**

Legislation

- Education and Training Act 2020
- Harmful Digital Communications Act 2015
- Health and Safety at Work Act 2015
- Privacy Act 2020

Resources

- Netsafe: **Social media safety** ↗

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