

eSmart Policy

Rationale

Drysedale Primary School and its employees participate both professionally and personally in social media online applications as defined by DEECD Schools Policy and Advisory Guide Using Social Media Guidelines. This includes social networking sites (e.g. Facebook, LinkedIn, etc.), Video and Photo sharing websites (e.g. Youtube, Instagram, Pinterest, Vine, Snapchat), wikis, blogs/microblogs (Twitter), video conferencing (Skype), e-mail and instant messaging (WhatsApp, Kik etc). These platforms allow people to easily publish, share and discuss content. This policy provides guidelines for acceptable use on these platforms by the Drysedale Primary School Students, Staff and Parents/Guardians.

Related Documents

- Drysedale Primary School Behaviour Management Policy
- Drysedale Primary School ICT Acceptable Use Agreement
- Drysedale Primary School Childsafe Policy
- DPS Online Incident Reporting Guidelines
- Sentral Incident Report Guide DPS

Guiding Principles

Drysedale Primary School recognises social media as a legitimate opportunity to:

- engage and interact with parents to build better communication channels to keep them informed of school activities
- network and share ideas with other teaching professionals

Staff Expectations

- Staff will abide by the Drysedale Primary School Acceptable Use Policy.
- Staff will strive to protect the privacy of our students and not share any photos, videos or names of any DPS student on social media.
- Staff will respect the intellectual property of students' work and not post it online (other than the DPS Website) without the written consent of their parent/guardian, including a statement that details its intended use.
- Staff are to model and teach eSmart and CyberSafe practices as part of their classroom curriculum.
- Staff are expected to report all cases of Cyberbullying which come to their attention in the Incident Register on Sentral as per the instructions in the Sentral Incident Report Guide.
- Staff will support each other to ensure this policy is followed so that we can maintain the safety of the children in our care and promote a positive school environment.
- Staff will also be aware of their professional expectations as per:
 - Australian Institute of for Teaching and School Leaderships (AITSL)
Standard 7: Engage professionally with colleagues, parents/carers and the community
 - Victorian Teaching Profession Code of Conduct (VIT)
Principle 2.1: The Personal Conduct of a Teacher will have an impact on the professional standing of that teacher and on the profession as a whole

Principle 3.2: Teachers are aware of the legal requirements that pertain to their profession.
- Education and Training Reform Act 2006, Ministerial Orders 2009, Order No. 199 Extract,
Part 11 – Conduct and Duties

For more detailed information, Staff should also consult “Using Social Media: Guide for DET Employees”
– <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx> .

Student Expectations

- Students will abide by the Drysdale Primary School ICT Acceptable Use Policy.
- Students will abide by the Drysdale Primary School Behaviour Management Policy
- Students are encouraged to report any incidents of Cyberbullying or inappropriate use of technology that they become aware of to either their parent/s, guardian, teacher or other member of staff.
- Students will be encouraged to follow recommended age restrictions as per the terms of use on social media sites and apps such as Facebook, Instagram, SnapChat, etc.
- Students will not post photos of themselves in school uniform or on school property (including camps, excursions and sporting events).
- Students will respect the privacy of other students and not post photos, videos or their names without their permission.

Parent/Guardian Expectations

- Parent/Guardians are expected to be familiar with the Drysdale Primary School Acceptable Use Policy. Familiarity will enable parents to support students in adhering to the expectations set out in this document.
- Parents/Guardians will be expected to abide by the Drysdale Primary School Acceptable Use Policy when on school property (including camps, excursions, concerts and sporting events).
- Parents/guardians are expected to be aware of and support the Drysdale Primary School Behaviour Management Policy
- Parent/Guardians are to report any incidents of Cyberbullying or unsafe online behaviour that they become aware of to the school and/or relevant authorities (refer to the DPS Cyberbullying Reporting Guidelines)
- Parent/Guardians are asked not to post photos of any child, other than their own, either in school uniform, or on school property (including camps, excursions and sporting events).
- Parent/Guardians are encouraged to positively contribute to the Drysdale Primary School community on social media. Dissatisfaction or grievances with the school can inevitably occur and we ask that parents/guardians responsibly use direct channels (in person, phone call, email) of communication with either the Principal, Assistant Principal/s, staff members or a member of the School Council in order to find a positive resolution.
- Parent/Guardians are encouraged to provide feedback to the school if they become aware of any breaches of this policy so that we can maintain the safety of the children in our care and promote a positive school environment.

Naming Conventions

Drysedale PS Website

The school manages a website (www.drysdaleps.vic.edu.au) as a promotional and communication channel for our community. Students' names, photos and examples of work feature regularly on the site, providing permission has been given by their Parents or Guardians (as indicated by the Publish to Media flag on Sentral). Students' Surnames or Individual Classes are **never** to appear on the website. When details of child are published, it should only include their First Names and Year Level (see example below):



Facebook

The school manages a Facebook page to engage with our parent community. This page operates under the strict condition that photos of students, student surnames or student's classes are **never** to appear. Specific posts about children are rare, but should only include their first name (see example below):



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