



STAFF SOCIAL MEDIA & ONLINE BEHAVIOUR POLICY

At Cambridge High School we expect a safe online environment for our staff and community. The intent of this policy is to protect staff and students when engaging online by providing clear expectations on safe behaviour online. The term social media in this policy refers to general online conduct that is most typically associated with the use of social media. When staff use social media either personally or in their professional role, they must uphold the standards of the teaching profession and the values of Cambridge High school. Staff must operate under the assumption that all information published on social media may become public, regardless of privacy settings. Any communication via social media platforms has the potential to harm the reputation of the school and the teaching profession and staff are expected to maintain safe privacy settings and be careful in their personal use of social media.

Staff must use safe and appropriate methods for communicating with students. In general, this will mean communication through safe work channels, such as through Microsoft Teams or email or KAMAR. If staff need to communicate through public groups, they need to ensure that the communication includes others and is not exclusive one-on-one communication with students.

The privacy of the student is to be upheld at all times. Staff cannot post images or information about students on their personal social media accounts. Content that includes students can only be shared via school platforms. The content must be uploaded to the school site or Teams pages and then removed from any personal device. The staff member needs to delete this content from personal devices as soon as is practicable.

Staff will not comment publicly on a serious incident, crisis situation within the school, or other public matter involving the school. Any media enquiries should be redirected to the principal.

Staff with concerns about how to use social media can discuss this with the principal. Complaints or concerns relating to staff use of social media are dealt with through the Complaints procedure and/or Responding to Digital Incidents guidelines, as appropriate.

Staff use of social media

Staff may use school approved social media platforms as part of their role to communicate with the school community, for example, in classroom blogs or Teams pages, the school website, and school social media sites. Appropriate use of social media encourages students to use technology confidently and understand the issues involved.

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

Social media administrators are considered online content hosts under the Harmful Digital Communications Act and may be legally responsible for social media posts. Staff follow Digital Technology and Cybersafety and any use agreements.

The definition of an online content host in the Harmful Digital Communications Act 2015 is:

"in relation to a digital communication, means the person who has control over the part of the electronic retrieval system, such as a website or an online application, on which the communication is posted and accessible by the user".

At Cambridge High School staff using social media:

- inform parents/caregivers and whānau about why and how we are using social media in our teaching
- represent the school community in a respectful and positive way, and in accordance with our Privacy Policy and publishing student information guidelines
- ensure the content of all posts, texts, direct messages, and emails are accurate and appropriate, including all content on sites or resources we link to
- acknowledge all sources, and abide by any copyright restrictions
- follow the safe harbour process when dealing with any complaints about content.

Online content hosts that allow other users to post any form of digital message (e.g. comments or videos), may be legally responsible for the content posted.

Sections 23–25 in the Harmful Digital Communications Act 2015 outline the safe harbour provision and complaints.

Schools that follow the safe harbour process are protected from legal responsibility and the possibility of prosecution for the content on their site.

The Ministry of Justice outlines seven specific steps that must be followed for safe harbour, and notes that you can only claim safe harbour if you follow these steps and make it easy for people to contact you with complaints about content posted by another person – it must be easy for people to find your contact details on your digital platform and easy for them to make a complaint that contains the information outlined in the Act.



Staff use of personal social media

Staff must operate under the assumption that all information published on social media may become public, regardless of privacy settings. Any communication via social media platforms has the potential to be perceived as a professional comment and/or harm the reputation of the school and the teaching profession. Staff are expected to maintain safe privacy settings and be careful in their personal use of social media.

Staff must meet any legislative requirements, including not sharing personal information collected as part of the operation of the school.

We expect staff to maintain professional boundaries, where they should:

- understand there is no obligation to respond if students or school whānau make contact through personal social media
- not use personal social media during school hours
- report any inappropriate communication from a student to the principal as soon as possible.
- consider whether it is appropriate to extend or accept friend or connection requests with parents, students, or others involved with the school
- use a non-school email address for personal social media interactions
- consider how personal content posted by them, or about them, may reflect on the profession and the school
- consider how liking, sharing, or following social media content may imply support for a point of view