



## Social Media Guidelines

These protocols are designed to provide a framework for each of Inaburra's social media channels such as Facebook, Instagram, Vimeo/YouTube and Twitter. It complements and supports Inaburra's privacy policy and their primary aim is to protect students and the reputation of the school.

### Facebook – Inaburra School News

The main purpose of the school's Facebook page is to communicate positive news stories and promote the achievements of the school. Other communication mediums focus on notifications, alerts and information dissemination. As a general rule, images should reflect elements of the Learner Profile and school community life. In keeping with Inaburra's communication theme, group and community shots are thus preferred but images of individuals can be posted if they are consistent with promoting the school and its credentials.

The following protocols apply to Inaburra's School News Facebook page:

1. *Approved administrators:* The individuals who are permitted to post on this page are primarily the Director of Community Relations and the Communications Officer and the Director of Information Services. These people also have the authority to delete posts and manage the general activity of the page. The Principal can also post through a direct Twitter link.
2. *Images and identification:* To protect the privacy of students images posted by Inaburra will not tag students. Mention of their full name is deemed appropriate when an image of the student is not attached. When it seems appropriate to tag a student in a post permission from the parent will still be required.
3. *Posts:* Inaburra staff and other individuals who would like to place a post on the page should liaise with the Communications Officer in the first instance. As a guide, posts that promote events and individuals within the school are given preference. Any posts outside this criteria are considered on a case-by-case basis.
4. *Complaints* or comments should be directed to the Director of Community Relations in the first instance or the Communications Officer.
5. *Online responses:* Inaburra will not engage in an online discussion as a result of comments posted by individuals on the page. If a response is required, this will be through personal contact initiated by Inaburra.
6. *Staff life events:* Specific posts relating to personal events in the life of a staff member will only appear on Facebook if approved by the Principal, Head of Senior School or the Head of Junior School. These events would typically include births, weddings and other life events that may be of interest to parents and students.
7. Administrators will have the authority to delete a post when:

- It contravenes the guidelines above.
- Confidential information or posts of a personal nature are shared (ie student results).
- Posts are considered offensive, defamatory or damaging to the school's reputation. This includes comments about staff, other parents, students and the school.
- Images are considered as inappropriate (ie images of children in swimwear), offensive, defamatory, damaging to the school's reputation.