



Social Media Policy for Bawlf School Council

Policy Statement:

The Bawlf School Council supports the use of social media to exchange ideas, relay information and help to build meaningful relationships with the Bawlf School Staff, Students and Parents, while ensuring the Bawlf School Council is consistently and accurately represented across all platforms. This social media policy and the related guidelines outline some key concepts for using social media.

GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

The guidelines contained within the Social Media Policy spell out the responsibilities of Bawlf School Council members when using social media for school council purposes (and when participating in social media for personal use). They are consistent with best practices used across the Internet and reflect Bawlf School Council values.

1. Be responsible.

You are personally responsible for the content you publish online through social media, and can be held liable for any commentary deemed to be defamatory, obscene, proprietary or libelous. Be aware that the content you publish is visible to the entire world and will remain public for a very long time. Protect your privacy.

2. Follow the rules.

Be aware of, and respect, the rules of participation governing the discussion groups and social networks within which you chose to participate. Remember that laws and association policies that apply in the “real” world also apply online.

3. Be transparent.

If you post material or discuss topics related to Bawlf School Council identify your relationship to Bawlf School Council. Even if you take part in an anonymous discussion or use a nickname, disclose your connection to the topic at hand. Never pretend to be someone you are not.

4. Respect your audience and colleagues.

Don't engage in any conduct or use any language that would not be acceptable in public. Protect the privacy of others and respect their opinions.

5. Add value.

When you express yourself in social media on issues related to, or about Bawlf School Council, you contribute to the public perception of the Bawlf School Council and the School as a whole. Write about what you know, from your own perspective.

6. Protect the reputation.

If you identify yourself as a member of Bawlf School Council in an online social network, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and friends.

7. Protect Privacy. The account administrator must obtain written permission from the school and/or parents for any information including photos, video and audio recordings, posted on the Bawlf School Councils Facebook page.



8. Be accurate.

If you publish information about Bawlf School Council and the Bawlf School, ensure the information is accurate and the source is clearly indicated. Be the first to correct your own mistakes, and do not alter previous posts without indicating that you have done so.

9. It's a conversation. The Facebook page is a way to communicate with other parents. Don't be afraid to bring in your own personality and say what's on your mind. Consider posting content that's open-ended and invites response. Encourage comments.

10. Do not reveal secrets.

Do not disclose confidential or proprietary information about the Bawlf School, staff or students or the Bawlf School Council, its members, or participants. Respect copyrights. If you are not sure whether some information is okay to publish, ask first.

11. Remember the purpose. School Council members are encouraged to use social media. School Council members will ensure their online activities do not compromise their responsibilities to the school, School Council, staff, students, other participants or community members.