SOCIAL MEDIA POLICY

The procedures below provide guidance to employees and teachers about complying with Caper's social media policy and how to implement best practice when using social media. The standards set out in this policy are provided to support all employees as they engage in social media conversations and interactions for official, professional and personal use.

The Caper Social Media Policy has been made in accordance with guidelines with the NSW Department of Education. These guidelines can be found via the link below:
https://education.nsw.gov.au/content/dam/main-education/policy-library/public/implementation-documents/social-media-procedures.pdf

"Employees" refers to employees at Caper as well as contractors either in a teaching or administration role.

SOCIAL MEDIA DEFINITION
'Social media' refers to a range of online platforms and applications (such as Facebook, Twitter, Instagram, Tiktok and Snapchat) that allow people to publish, share and discuss content.

COMMUNICATION
The social media environment is viewed as an extension of the face-to-face studio and the same duty of care is owed. Employees should not have contact with a student via social media, text messages, email or other electronic means. This includes direct messages or private spaces.

Using social media for communication between Caper employees and students is unnecessary as there are other effective, efficient and transparent methods of communication.

TRANSPARENCY
All Caper social media accounts have at least two individuals as administrators. This allows for transparency.

If employees are posting images of Caper students online, it must be on a public account and Caper must be "tagged". This allows for the images to be monitored for compliance with this policy.

STUDENT PRIVACY
When personal devices such as mobile phones or cameras are used to take photos of students for social media or teaching purposes, teachers and employees are to delete said photos from the device within one week from the time of uploading. Do not store photos of students on your personal device.

Students must not have identifying information published, this includes:
* Their full name
* Personal social media accounts (including family members, such as parents).

Employees must maintain appropriate privacy of students' information, even if they have obtained permission to publish content publicly via an official social media account.

CONTENT
There is a natural association between what a Caper employee publishes online and the studio itself. The lines between can become blurred in online social networks. For this reason, employees are required to act as ambassadors for Caper (when posting about Caper activities and events).

Employees are to ensure their Caper related social media content meets the following requirements:
* Students/parents are not "tagged"
* Students are not identifiable, that is, no faces.
* The content should not cause the individual embarrassment or discomfort
* The content should not favour one student over another

CONNECTIONS

Caper students (i.e. children) should not be "friended" or "followed" by Caper employees on social media. This includes former students who are still under the age of 18 or of school age.

Parents of students should not be "friended' or 'followed' by Caper teachers and employees on social media. Communication between teachers and parents of students should be in a professional setting that is transparent and equitable.

PERSONAL RELATIONSHIPS

In some circumstances, employees have personal connections with families. This could create a valid context for social media, text messages, phone calls, email or other electronic means of communication between the staff member and a student. For the sake of transparency, each personal connection should be discussed and disclosed with Caper directors.