



SOCIAL MEDIA (STAFF)

Policy 2026

RATIONALE:

As professional educators, we have to be aware of items we post on the internet. This policy has been developed to cover all forms of established and emerging social media: Facebook, Instagram, Twitter, TikTok, WhatsApp, Signal, Discord, Reddit, LinkedIn, Wikipedia, message boards, forums, dating services/apps, and blogs. It is important to recognise that no matter what protection is placed around access to a personal site, online postings are still at risk of reaching an unintended audience. The internet is not anonymous; assume that everything you write can be traced back to you personally or to Baden Powell College.

AIMS:

- To raise staff awareness of the risks involved in using the internet and in particular, social media, indiscriminately.
- To ensure staff make themselves aware of the Victorian Institute of Teaching Principle 1.5 – “Teachers are always in a professional relationship with their learners, whether at the education setting where they teach or not”

IMPLEMENTATION:

- It is expected that staff are not to post any comments regarding our school community.
- Staff are encouraged to be professional in their conduct using and communications whilst using social media.
- Be mindful of confidentiality, when considering publishing information.
- Comments are not to be made on behalf of Baden Powell College without appropriate written permission from the principal (i.e. advertising, marketing or community service announcements)
- Staff are not to share personal content from any social media site with students.
- Staff are not to post images of themselves on any social media site that have the potential to negatively affect their reputation.
- Staff are not to vent and post work related issues (regarding the workplace or colleagues) on any social media site.
- Staff are not to reveal personal and/or political opinions on any social media site using a network and/or computer owned or leased by DET.
- Staff are not to be ‘friends’ with current students on social media platforms.

EVALUATION:

This policy will be reviewed as part of the school’s three-year review cycle.