Introduction

Cornish College recognises that social media is a very important form of communication amongst members of our community and seeks, where possible, to use social media to enhance learning. It is expected that students will uphold the ethos of the College within their social media interactions and that they will not act in such a way that brings their own reputation into disrepute, is harmful to other members of our community and has the potential to damage the College’s good public reputation.

With the student use of social media there has been a blurring of the separation between school matters and out of school behaviour and that the College has a ‘Duty of Care’ both to individuals and the school community to protect the reputation of both.

Rationale

The purpose of this policy is to set standards of behavior for the use of social media that are consistent with the broader values and expectation of the Cornish community.

Definition

Social media refers to all networking sites including, but not exclusive to, sites such as Facebook, Twitter, LinkedIn, Google+, Formspring, YouTube, MySpace, MSN, KIK, Instagram, Snapchat, Bolt and includes email and both mobile and desktop devices.

Scope

This policy applies to all members of the Cornish College community.

Rights and Responsibilities

Students are expected to show respect to self and to others, including members of the College community. Students are also expected to give due respect to the reputation of the College.

When using social media, students are expected to ensure they:

- Respect the rights and confidentiality of others
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass or threaten others
- Do not make defamatory comments
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the Cornish community
- Do not post content that is hateful, threatening, pornographic or incites violence against others.
- Do not harm the reputation and good standing of Cornish College or those within its community
- Do not film, photograph or record members of the College community without express permission of the College or use video/film/footage, photographs/images, or recordings without express permission.

A breach of this policy will be considered by the Principal and/or delegates, such as the Deputy Principal or Section Team Leaders, and will be dealt with on a case by case basis.

All reports of cyber bullying and use of other technology used which is deemed inappropriate by the College will be fully investigated and may result in a notification to the Police where the College is obliged to do so.

Sanctions may include, but are not limited to:

- Loss of computer privileges
- Suspension
- Termination of Enrolment (Read in conjunction with Student Management Policy)
Students and parents must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the Police over which the College will have no control.

Policy Availability

This policy will be readily accessible to all staff, families and visitors, and ongoing feedback on this policy will be invited.

This policy should be read in conjunction with the Student Management Policy and the College’s ICT policies and User Agreements.

Review

Management and staff will monitor and review the effectiveness of the Social Media Policy regularly. Updated information will be incorporated as needed.