

Social Media Policy

MACS Employees



Melbourne Archdiocese Catholic Schools Ltd (MACS) is a company limited by guarantee that has been established by the Archbishop of the Catholic Archdiocese of Melbourne to assume the governance and operation of MACS schools.

Purpose

The purpose of this policy is to set parameters on the use of social media, whether as part of a MACS employee's professional responsibilities or in a personal capacity to limit the risk of damage to MACS or MACS schools arising out of such use.

Scope

This policy applies to all employees and contractors of MACS engaged to work at MACS office locations or at MACS schools.

Introduction

Online communication and new media tools are important communication channels that provide an opportunity for both MACS and MACS schools to engage directly with members of the community, prospective parents and other stakeholders. These tools inform the community about services and programs provided by MACS at an archdiocesan and local level, and create a new opportunity to open up a two-way conversation with the public.

Definitions

Authorised user is a staff member authorised to manage, maintain, publish to and operate a MACS social media channel.

Content is any information, opinion, text, video, audio, image, link or document published to social media.

MACS is Melbourne Archdiocese Catholic Schools.

Moderate is the process of assessing content (normally user-generated) against predetermined standards and removing content which does not meet those standards.

Platform is a specific social media network, website, application or service (e.g. Facebook, Twitter, Instagram, etc.).

Post, publish, comment are all terms meaning to make information, opinion or content available for others to view on a social media platform.

Public domain means available to the public.

Repost is to post someone else's content from your account.

Social media is the term for websites and applications that enable users to create and share content or to participate in social networking. Social media may include, but is not limited to:

- social networking sites (e.g. Facebook, Myspace, LinkedIn, Yammer)
- video and photo-sharing websites (e.g. YouTube, Vimeo, Flickr, Instagram)

- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. 'comments' or 'have your say' features)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google Groups, Whirlpool)
- vodcasting and podcasting
- online multiplayer gaming platforms (e.g. World of Warcraft, Second Life)
- email and instant messaging (including SMS)
- online petitions.

User is any content consumer or creator other than the account owner, operator, publisher or author.

Principles

The aim of all MACS social media accounts is to:

- create awareness of MACS and its schools
- inform and strengthen the Catholic education community in the Archdiocese of Melbourne
- promote and market both the sector and individual schools to prospective parents and families.

Policy

Professional use of social media

1. Authorised users using social media must:
 - only disclose publicly available information, or information intended to be made publicly available at the time of disclosure
 - publish copyright or trademark material only with permission from the copyright/trademark holder
 - ensure that information posted on accounts they oversee is not illegal, libellous, discriminatory, defamatory, abusive or obscene
 - maintain compliance with all relevant MACS policies when publishing content
 - ensure parental consent has been obtained before posting an image of a minor, except where the minor's identity cannot be determined by a viewer
 - only engage in public conversation where relevant and appropriate
 - not communicate on behalf of the Board, individual schools or the organisation without authorisation from the Executive Director.

MACS office

2. An authorised user is a person authorised by the Director, Governance and Strategy, and the General Manager, Communications and Business Support, to operate MACS office social media channels.
3. The General Manager, Communications and Business Support, will monitor content posted on MACS office social media channels to ensure adherence to the social media policy and associated documents.
4. Authorised users will moderate user content. Any content that the authorised user believes breaches this policy or associated documents is to be reported to the General Manager, Communications and Business Support. Offending content will be documented before being removed.

MACS schools

5. An authorised user is a person authorised by the principal of each school to operate a school's social media channels.

Personal use of social media

1. MACS recognises that employees may wish to use social media in their personal lives. This policy does not intend to discourage or unduly limit personal expression or online activities of employees.
2. MACS employees are personally responsible for the content they publish in a personal capacity on any social media platform.
3. Where comments or a profile might identify the user as a MACS employee, the employee must:
 - only disclose and discuss publicly available information
 - expressly state on all postings – where identifying as a MACS employee – the stated views are their own, and not those of MACS or any MACS school
 - be polite and respectful to all people with whom they interact
 - adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws and MACS policies.
4. MACS employees must not:
 - post content or any identifying information about students or other employees
 - post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise unlawful
 - use personal accounts in a manner that is likely to bring MACS or its schools into disrepute
 - use their personal accounts to allude to or disclose information about MACS or its schools, upcoming projects or events, or any other information that is not already in the public domain
 - imply they are authorised to speak on behalf of MACS or give the impression that any views they express are those of MACS
 - post material that is or might be construed as threatening, harassing, bullying or discriminatory towards another employee/contractor of MACS.
5. MACS employees should be mindful of using social media while performing their role during work hours.

MACS schools

6. MACS employees must not follow or allow themselves to be followed on social media channels by parents and students currently attending their school, or recent former students (enrolled at their school within a two-year period).

Procedures

Becoming an authorised user

1. MACS employees must be authorised to comment before engaging in social media as a representative of the organisation. MACS employees must not comment as a representative of MACS unless they are authorised to do so.
2. To become an authorised user, employees must gain approval from the Director, Governance and Strategy, and/or the General Manager, Communications and Business Support.

Content guidelines

1. Authorised users should use a content flow chart (see Appendix 1) to determine if the content should be posted.

MACS office

2. Social Media Guidelines have been developed to provide detailed reasoning and instructions on the overall administration of brand and sub-brand social media accounts in order to create and maintain consistent branding, messaging and voice.

Compliance with the policy

1. Non-compliance with the Social Media Policy by employees will be managed in line with organisational disciplinary procedures and systems.

MACS office

2. The following MACS employees are responsible for the implementation of and adherence to this policy at the MACS office:
 - Executive Director
 - Director, Governance and Strategy
 - General Manager, Communications and Business Support
 - Digital Content Producers
 - authorised users

MACS schools

3. The following MACS employees are responsible for the implementation of and adherence to this policy at a MACS school:
 - school principal
 - authorised users.

Related policies

- Acceptable Use Policy
- Child Safety Policy
- Privacy Policy
- Social Media Guidelines
- Social Media Policy – School Community

Responsible director	Director, Catholic Mission, People and Culture
Policy owner	General Manager, Employee Relations
Approving body/individual	MACS Board
Approval date	September 2021
Date of next review	Two years

POLICY DATABASE INFORMATION	
Related documents	<ul style="list-style-type: none">• Acceptable Use Policy• Child Safety Policy• Privacy Policy• Social Media Guidelines• Social Media Policy – School Community
Superseded documents	CEM Social Media Policy
New policy	

Appendix 1 – Social media content flow chart

