



John Paul College

Unity | Christ | Learning

Community Social Media Policy

Our Culture

John Paul College is a Christian, ecumenical, co-educational College. Our values are based on a Christian ethos and particularly emphasise the principles of Mutual Respect, Acceptance and a sense of Family. Community members are asked to carefully consider their alignment with the College's values and philosophy. Each member is committed to the responsibility and truthfulness in their participation and contribution to the life of the College.

Purpose

The purpose of this policy is to outline the guidelines and processes for posting social media content on JPC public social channels and associated closed social groups. JPC actively embraces social media, which can offer many benefits to the College and its stakeholders.

However, without clear guidelines there is also the risk of misleading the community, and harm being caused to the College's or an individual's reputation.

The purpose of these guidelines are to:

- Encourage social networking and digital media to be used in a beneficial and positive way
- Safeguard the brand and reputation of JPC from unwarranted and inappropriate activity on social networking sites and digital media
- Safeguard staff, students, parents, alumni and other members of the JPC community and the greater public from unwarranted activity on social networking sites and digital media
- Clarify what the College considers to be appropriate and inappropriate use of social networking and digital media by JPC community members
- Set out the procedures that will be followed where it is considered that JPC community members have inappropriately or unlawfully used social networking and digital media

JPC takes seriously the reputation and safety of our College, its students, staff, parents and other community members. Members of social media channels are expected to comply with the JPC Community Code of Conduct when posting to and engaging in any JPC related social media platforms; or on any social media or online community in relation to JPC. The Community Code of Conduct is accessible via the public facing website and the JPConnect portal.

JPC Social Media Channels

JPC believes that social media can help support positive relationships within the College community. JPC is an active contributor in social media channels such as but not limited to Facebook, Instagram, Linked In, Pinterest, Google Plus and YouTube. However, it is also an area in which protocols and boundaries are constantly being tested. These guidelines act in conjunction with JPC communications plans in order to maximise our social media reach, while protecting our brand's reputation, and the reputation of our community members.

JPC encourages all community members to leave interactive comments and images. This will help to build the spirit in our College Community, however we will review all comments and remove any that are inappropriate, offensive or don't reflect our College values. We will leave what is shared that relates to the subjects covered on our social media page provided they are appropriate, please understand that we have the right to remove content as we see fit.

All users must comply with JPC Terms of Use and the Social Media Policy and procedure.

Consent

Please be aware that not all families have consented to images of their children being published or posted in the JPC community social networks. Please be mindful when posting images of other children. For enquiries on this matter please email marketing@jpc.qld.edu.au or speak with a marketing representative.

Authorisation

JPC presence on any social or digital media platform, including College related accounts must be authorised by the Director of Marketing by emailing marketing@jpc.qld.edu.au. Any sites, accounts, or pages existing without prior authorisation will be subject to review, editing, and, at times, removal.

Any site using JPC promotional images or imagery that depicts JPC uniform items, which can identify John Paul College, is seen as a reflection of the JPC brand and therefore requires authorisation.

Authorisation for social or digital media platforms is required for, though not limited to, the following:

- Co-curricular activities
- Parents of Groups
- Friends of Groups
- Year levels
- Alumni
- Past Parents
- Staff
- Other Support Groups associated with JPC

Only the Director of Marketing may create social media identities, profiles or accounts that use the College's name, crest or brand, or are designed to represent the College in any way; including those identifiable through images, uniform or name.

Social and digital media must not be used as an alternative to the official JPC communication channels of direct parent communication, College newsletters, the College app and JPConnect. Students cannot be content owners or administrators of any JPC-related accounts.

Publication Guidelines

Items that may be published through the College's social media presence includes (not limited to):

- College events and activities
- Community events and activities
- Significant College or student achievements and milestones
- College news of general interest
- Educational news of general interest
- Information from related organisations
- Posts that are written updates, image/video or multi-media content of students
- It is important to note that under APRA/AMCOS licensing rules, videos/recording taken of performances that include copyright material, cannot be shared with the general public via Facebook, including in closed groups. The College musical is an example of a performance that contains copyright material. If as a moderator, you are unsure whether a

post of a performance should be allowed in a group, please check with the Marketing Department.

- Content is monitored by administrators and moderators; however, all members can report unacceptable posts if they see them.
- Unacceptable posts that do not fit within the Code of Conduct for the group or the overall JPC Community Code of Conduct will be removed.

As set out in the College's Privacy Policy, the College respects the confidentiality of students' and parents' personal information and the privacy of individuals. The same privacy principles that apply to newsletters, and the website will apply to any and all social media platforms managed by the College. The College's Social Media platforms will be closely monitored and moderated to ensure the Terms of Use and Privacy Policy are adhered to at all times.

Social Media Terms of Use

JPC encourages members of our College community (including families, staff and students) to leave interactive comments and photos on our social media pages (including, but not limited, to Facebook, Instagram and LinkedIn). We expect all users to abide by the relevant social media platforms Terms of Use Agreements, and JPC Terms of Use as set out below:

Terms of Use

We expect all our community members to participate online in a respectful, relevant way that demonstrates the College's values and ethos.

We expect those who access and use the College's Social Media pages/groups to:

- Protect the integrity, reputation, privacy and security of JPC, its students, staff, parents, alumni, support groups and suppliers
- Post meaningful, respectful comments – in other words, no spam and no remarks that are off-topic or offensive
- Use common sense and common courtesy
- When disagreeing with others' opinions, keep it appropriate and polite
- Be smart about protecting yourself and your own privacy and security settings
- Abide by the Terms and Conditions set by the social media platform
- Act honestly and with integrity at all times
- Treat all people equitably and with respect
- Respect the privacy of others
- Encourage positive, constructive discussion
- Communicate with care and transparency
- Abide by the letter and the spirit of law
- Comply with all policies and procedures of JPC as amended from time to time
- Refrain from any action that may bring JPC into disrepute by complying with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- Refrain from any action that may endanger yourself or others physically, emotionally or spiritually
- Refrain from using their relationship with the College for unauthorised personal gain
- Report any unsafe/potentially unsafe behaviours or events to JPC
- Report any abuse of others or the Terms of Use to the College to the Heads of School or the Director of Marketing
- Take personal responsibility for your comments and behaviour online

JPC retains the right to review all comments/content and remove any that are inappropriate and/or offensive or which don't reflect the College's values.

As part of our Terms of Use, those who use the College's social media pages/groups will not:

- Make comment or engage in discussion in relation to the College's operational policies or procedures. Concerns regarding any operational issues should be directed to the Heads of School in the first instance
- Publish photographs or video content of staff or students without appropriate permission
- Defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others
- Post graphic, obscene, explicit, hateful or racial content, including links, comments and/or images
- Publish, post, distribute or disseminate any defamatory, infringing, indecent, misleading or unlawful material or information
- Engage in cyber bullying, harassment or disrespectful conduct towards others – staff, parents, pupils, or any organisations or individuals 'followed' by a College social media account
- Use offensive language
- Upload or attach files that contain software or other material protected by intellectual property laws (or by rights of privacy of publicity) unless you own or control the rights thereto or have received all necessary consents
- Upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer
- Upload links to external web pages, websites or other that are not approved by JPC. They will be deemed as spam and removed accordingly
- Delete any author attributions, legal notices or proprietary information
- Falsify the origin or source of software or other material contained in a file that is uploaded
- 'Troll' or deliberately disrupt discussion
- Include link baiting (embedding a link in your post to draw traffic to another own site)
- Publish material that is not in keeping with the JPC brand and tone of voice, and contrary to the College values

This is not intended to be an exhaustive list. Users should use their own good judgement when engaging with JPC's social media platforms.

Violations of the Terms of Use may result in a user being banned, or if deemed appropriate, other legal or disciplinary measures may be taken.

Reporting Inappropriate Content

Each social media platform has their own process for reporting inappropriate content which should be sensibly used if community members are uncomfortable with content that has been posted. Reporting inappropriate content will lead to a review by the assigned JPC administrators where unacceptable posts that do not fit within the Code of Conduct for the group or the overall JPC Community Code of Conduct will be removed.

John Paul College Logo/s

The use of the JPC logo(s) on a social media site must be approved by the Director of Marketing prior to use. This includes any logo associated with JPC, and is not limited to the JPC crest.

Sponsors and Advertising

Sponsor logos are permissible on JPC-related sites, with prior approval from and appropriate consultation with the Director of Marketing. The page must also include or link to contact information for an individual who can provide information about sponsorship. Advertising for third party events or activities not associated with official JPC business is strictly prohibited.