



Social Media Platforms Policy

1 Context

Cabra Dominican College acknowledges that in a rapidly changing communications environment, a Social Media presence is necessary to effectively engage with and reach a wide and varied audience, beyond current school parents.

2 Policy Statement

Cabra Dominican College is committed to providing an effective, engaging and informative online presence, whilst also ensuring safety and affording respect to all persons covered by this policy.

3 Definitions

Social Media means websites and applications that enable users to create and share content or to participate in social networking (such as Facebook and Instagram).

4 Scope

This policy applies to all students, staff, volunteers and contractors working within or for Cabra Dominican College who use Cabra's social media platform in a professional or personal capacity and through their learning relationship with peers or colleagues.

5 Principles

5.1 In utilising Social Media, Cabra primarily seeks to:

- (a) share good news stories and to promote the good name of Cabra;
- (b) establish new, and enhance existing, connections within Cabra's immediate community and the wider community;
- (c) celebrate the successes of events, individuals and initiatives from within our community and promote the culture of the College;
- (d) create a 'behind the scenes' perspective for our audience by providing information on activities, programs and events around teaching, learning, curriculum and wellbeing;
- (e) provide another means of communicating important information to our community.

5.2 All Social Media communication by staff and students must comply with:

- (a) Protective Practices for staff in their interactions with students;
- (b) applicable codes of conduct;
- (c) the Cabra Dominican College ICT Acceptable Use Policy;
- (d) the Cabra Dominican College Privacy Policy; and
- (e) all other Cabra policies.

5.3 All members of the College community are responsible for appropriate and respectful interactions on Social Media. As such, comments from personal or private accounts on

Cabra posts, or direct messages to Cabra accounts, should observe ordinary principles of respectful interactions, and otherwise comply with Clause 5.2 above.

5.4 Staff responsible for posting on Social Media should:

- (a) be aware of students whose parents have not consented for their publication;
- (b) observe good online etiquette and a consistent 'voice' in their communications;
- (c) ensure that all content published is accurate and not misleading;
- (d) ensure all information posted or comments made on government policy is appropriate to the individual's area of expertise and authority, remains politically neutral and does not breach any confidentiality guidelines and that a person is not the first to make a significant announcement (unless specifically given permission to do so);
- (e) respect copyright laws and attributing work to the original source wherever possible;
- (f) not post anything to adversely affect the good name of Cabra Dominican College, the Catholic Church, Dominican Education Australia, or people who are associated with these entities;
- (g) ensure images are uniquely Cabra's through identifying uniform, buildings, and the like;
- (h) generally seek to not identify students by name and seek prior permission, with a record of written consent, in the event that an individual's name should be used in content; and
- (i) ensure all material published is respectful of all individuals and not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a court suppression order, or is otherwise unlawful.

6 Related Documents and References

- Cabra Dominican College ICT Acceptable Use Policy
- Cabra Dominican College Privacy Policy
- Cabra Dominican College Parent Code of Conduct
- Cabra Dominican College Social Media Guidelines



7 Revision Record

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