



## Social Media Policy

### 1 Context

Cabra Dominican College acknowledges the role Social Media plays in brand positioning, connecting people, sharing information, and engaging with the wider community regarding College initiatives, news and career opportunities.

Designated staff within the College are responsible for actively monitoring, publishing and responding to posts and comments across all Social Media channels to ensure visual consistency and that the respected reputation of Cabra Dominican College is upheld.

### 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. This policy informs how people may interact with official Cabra Dominican College Social Media channels to foster brand awareness and the respected reputation of the College.

### 3 Definitions

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

### 4 Scope

This policy applies to all Cabra Dominican College community members – students, families, alumni, staff, volunteers and contractors working within or for Cabra Dominican College – and their use of and engagement with any official Social Media channels and/or when using personal Social Media accounts where their identity can be readily linked to Cabra Dominican College.

### 5 Principles

5.1 In utilising Social Media, Cabra primarily seeks to:

- a) reflect the premium nature of the Cabra Dominican College brand;
- b) increase brand recognition;
- c) build awareness of the College's offerings;
- d) share good news stories and promote the good name of Cabra;
- e) establish new, and enhance existing, connections within Cabra's immediate community and the wider community;
- f) celebrate the successes of events, individuals and initiatives from within our community and promote the culture of the College;

- g) create a 'behind the scenes' perspective for our audience by providing information on activities, programs and events around teaching, learning, curriculum and wellbeing;
- h) 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;
- 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 Authorised Cabra Dominican College 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 consistent messaging 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 not identify students by name and use only first names and surname initial when identifying students in leadership positions and for other achievements;
- 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;

- j) remove comments deemed to be inappropriate, inflammatory, offensive, repetitive, or unlawful;
- k) refer any posts and comments that are deemed inappropriate, inflammatory, offensive, repetitive, or unlawful to the Principal and/or delegate;
- l) seek guidance from an Executive Leadership Team member if in doubt about professional social media use.

5.5 Only authorised Cabra Dominican College staff are permitted to:

- a) create Social Media identities, profiles or accounts that use the Cabra Dominican College name, logo or brand, or are designed to represent the College in any way;
- b) officially represent Cabra Dominican College, and only on authorised Social Media platforms aligned with this policy.

5.6 Cabra Dominican College reserves the right to delete posts, comments and content across all Social Media channels it deems inappropriate, inflammatory, offensive, repetitive, or unlawful. This includes yet is not limited to posts, comments and content that:

- a) harasses or abuses another person(s);
- b) threatens or personally attacks others;
- c) is discriminatory, hateful or unlawful;
- d) deliberately disrupts discussion (trolling) or is repetitive in nature and could be considered spam;
- e) discloses any confidential information or matters that infringe the intellectual property rights of others;
- f) includes post and share requests, offers or appeals;
- g) embeds link(s) to draw traffic to another site (click bait);
- h) uploads or attaches files that contain viruses, corrupted files or any other malicious software or programs that may damage the operation of a computer, communications device, system or network.

5.7 Cabra Dominican College also reserves the right not to respond to any Social Media user and may block and report those users who repeatedly share posts, comments or send Direct Messages that do not meet the guidelines in this policy.

5.8 Any breach of this policy may be brought to the attention of the Principal. The Principal may request the matter be investigated. Subject to investigation, a breach of this policy may result in disciplinary action, including suspension, enrolment termination, employment termination or prosecution for a criminal offence.

## **6 Related Documents and References**

- 6.1 Cabra Dominican College ICT Acceptable Use Policy
- 6.2 Cabra Dominican College Privacy Policy

- 6.3 Cabra Dominican College Parent Code of Conduct
- 6.4 Cabra Dominican College Staff Code of Conduct
- 6.5 Cabra Dominican College Student Code of Conduct
- 6.6 Protective Practices for Staff in their Interactions with Children and Young People

## 7 Revision Record

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