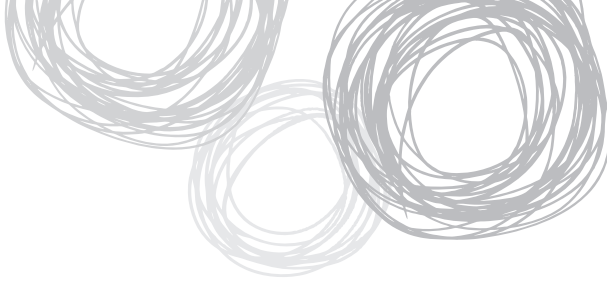


P&C social media guide



Social media, including sites such as Facebook and Twitter, can be an effective communication tool to promote the good work that P&Cs do.

Reputation management and careful planning are key components to establishing social media accounts. The Department of Education, Training and Employment's Social Media Policy recommends that P&Cs work with the school to utilise already established social media sites or website. P&Cs can supply information or promotional messages to the Principal and request that this information be placed on the school's website or school social media account for the P&C.

If your school does not have a social media site and the Principal approves the P&C establishing one, P&Cs should familiarise themselves with the department's social media policy.

Ultimately the responsibility for your P&C social media presence will rest with the P&C and not the school. The following guidelines may help P&Cs understand the benefits and risks associated with social media.

Posts

Posts/tweets are the key element to a social media site. They can help you connect with your audience and reflect the vibrancy of the P&C. Think about the tone of posts; make them open ended and friendly and take the opportunity to engage your audience in a discussion.

Good example: *Parents, come along to the next P&C meeting and help us do great things for the school!*

Bad example: *Next P&C meeting Tuesday. If there aren't enough attendees fundraising events will be cancelled.*

Plan how you will politely respond to controversial posts. You will need to work closely with the school Principal to respond. One option is to invite the individual to meet with the appropriate contact person at the school or P&C to discuss the issue further. It's important that the responses stay neutral and don't become personal.

Be transparent but always check you aren't releasing information that is sensitive, confidential, protected under privacy laws or not already in the public domain. P&Cs should seek advice from the P&Cs Qld in relation to these issues.

Promotion

Consider how you will get individuals to 'like' or 'follow' the P&C Facebook/Twitter accounts. Ask your Principal if you could promote the social media accounts through the school newsletter and website.

Administrator hours

Social media is a 24 hours a day, 7 days a week medium, accounts like Facebook need to be monitored after hours, on weekends and on holidays. Do you have one or more P&C members prepared to do this? Are there better promotional avenues like your school website and school Facebook site that you could use?

Accounts

Before establishing a social media account it is important that you discuss the scope, audience and content of the site with the school Principal. P&Cs should read the social media sites' Terms and Conditions carefully before setting up accounts. Facebook accounts should be established using the Company, Organisation or Institution section.

A generic email address must be used as your login so multiple people can have access to the account including the school Principal. Schools and P&Cs should not establish pages that are locked (individuals are invited to join) or linked in any way to personal accounts.

When establishing the account please put the 'Profanity Blocklist' to strong and add any words you feel are applicable.





Privacy

P&Cs are bound by section 426 of the *Education (General Provisions) Act 2006* (<http://www.legislation.qld.gov.au/LEGISLTN/CURRENT/E/EducGenPrA06.pdf>). This provision deals with confidentiality of student information.

It is an offence for members of P&Cs to make a record of, use or disclose personal information about a student of a state school (current, prospective or former) except in the certain circumstances provided for in s 426. P&Cs may need to seek their own legal advice in relation to this.

Photos

P&Cs cannot upload photos of school staff or students to any social networking site. P&Cs should work with the school to have photos placed on the school website ensuring all the relevant permissions are in place and the students' full names are not published in accordance with the department's policy. P&Cs can then link from the social media site back to the school website.

A few other things...

P&Cs should not promote businesses or business initiatives on the P&C social media site as it may infer endorsement.

P&Cs should take care not to upload material that infringes existing copyright or other intellectual property rights.

Department of Education, Training and Employment's Social Media accounts:

DETE Facebook: Queensland Department of Education, Training and Employment

DET Twitter: QLDDETE

Contact:

P&Cs Qld: 3352 3900



Risks and mitigation strategies

The department's Information and Technologies Branch suggests that the following risks and mitigation strategies be considered when planning and establishing any social media account.

- The school provides a forum for discussion and grievances to occur in a public arena.
- Delays in responding to and/or removing inappropriate posts would allow key stakeholders (parents) to view and contribute to inappropriate posts and be aware of their removal by the site administrators.
- Constant monitoring and responding to requests in a timely manner would require the social media site administrators to monitor the site continuously, compose responses, seek approval of the principal and then post a response.
- Both the school website and the social media site will need to present equivalent information and content in terms of currency and quality.
- Principals need to document perceived risks and list their potential mitigation strategies.
- Terms and conditions and site permission need to be clearly read, understood and constantly monitored for any updates or changes.
- All activities need to be treated publicly with the knowledge that it is never completely removed from the internet.
- Be aware that advertisements on Facebook could be seen as being endorsed by the school/P&C.

Cybersafety and Reputation Management

The department has a Cybersafety and Reputation Management team to support schools to manage the misuse of social networking sites and communication technologies. This team provides support and expert advice to regional directors, regional technology managers, school principals, institute directors, teachers and P&C associations around the issues of cybersafety and reputation management.

Contact the Cybersafety and Reputation Management team on **3421 6335** or Cybersafety.ReputationManagement@dete.qld.gov.au

For more information on Facebook safety please visit – http://www.facebook.com/fbsafety?sk=app_4949752878U

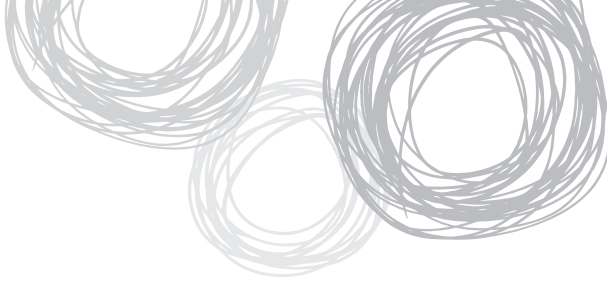
P&C Social Media establishment checklist

Introduction

The Department of Education, Training and Employment's Social Media Policy recommends that P&Cs utilise the school's already established social media sites or website. If your school does not have an established social media site and the Principal is comfortable with the P&C establishing an account, this checklist highlights best practice and ongoing responsibilities in relation to establishing and maintaining these accounts.

Please circle 'yes' or 'no' to the following questions to assess suitability

Have you discussed establishing a school P&C social media site with the school Principal?	Yes	No
Have you considered asking the Principal if you can supply P&C information/messages to be placed on the school website or the school's Facebook/Twitter account instead of establishing new social media accounts?	Yes	No
Social media accounts like Facebook need to be monitored after hours, on weekends and on holidays. Do you have one or more P&C members prepared to do this? (P&Cs should diligently monitor all accounts and immediately remove any offending posts. Post from businesses should also be removed as they infer endorsement by the P&C and by inference the school.)	Yes	No
Do you have a generic email account that can be used to establish the account, accessible by a range of individuals who can act as site administrators?	Yes	No
Have you ensured no photos of students or school staff will be/can be uploaded to the accounts? (P&Cs should work with the school to have photos placed on the school website ensuring all the relevant permissions are in place and students' full names are not published in accordance with the department's policy: <i>Managing Consent to Use Student/Volunteer Copyright Materials and/or to Record, Use or Disclose Student Personal Information</i> . P&Cs can then link from the social media site back to the school website.)	Yes	No
Has the P&C ensured that the privacy of students, their parents/guardians and staff are not compromised by the initiative? Note: P&Cs are bound by section 426 of the <i>Education (General Provisions) Act 2006</i> (http://www.legislation.qld.gov.au/LEGISLTN/CURRENT/E/EducGenPrA06.pdf). This provision deals with confidentiality of student information.	Yes	No
Have you established: <ul style="list-style-type: none"> Who will write the posts? The correct tone for the posts and the type of messages you want to post? Who will approve the posts? (Generally Principal and/or P&C President) 	Yes	No
Have you considered: <ul style="list-style-type: none"> How you will respond to posts – negative and positive? Who will give approval to respond to these posts? (Generally Principal and/or P&C President) 	Yes	No
Have you spoken to P&C members about their social media security settings? Have you explained that if they 'like' or 'follow' the page they should consider making sure their accounts can remain private?	Yes	No
Have you ensured no content (intellectual property, music, TV or film footage) will be uploaded without explicit approval from the content owner?	Yes	No



Have you read the Terms of Service on the nominated Social Media sites? http://www.facebook.com/terms.php?ref=pf http://twitter.com/tos http://www.youtube.com/t/terms	Yes	No
Have you read EDM-PR-003: Use of social media for departmental promotion?	Yes	No
Have you read the Risk and Mitigation Strategies outlined in the department's policy?	Yes	No

If you circled 'no' to any of the questions, please contact P&Cs Qld for further advice on 3352 3900.

