



Social Media Guidelines

AIMS

The primary aims of Brunswick Secondary College utilising a social media platform are

- To promote engagement within the school community – for example
 - celebrate student achievement and milestones on a public platform
 - advertising and promoting school (public) events
- To promote engagement with the wider community– for example
 - celebrating relationships/partnerships with local community organisations and businesses and entities
 - demonstrating support for local clubs and organisations
- To strengthen and reinforce the Brunswick Secondary College brand by building awareness of the school within the broader community

MANAGEMENT

To ensure that Brunswick Secondary College is achieving these aims, the school maintains the following rights over how Brunswick Secondary College social media posts are controlled:

Responsibilities:

- Day to day management of the account, upload of posts, follows etc fall under the job description of the Executive Assistant, including review of any comments
- Principal, Business Manager, Leading Teacher - Learning Technologies will have access to the sign-in details for the account
- All members of the Brunswick Secondary College community have a moral right and obligation to respect other members of the community and to regard their safety. The school actively seeks the community to maintain rigorous safety standards by reporting any inappropriate behaviour on the Brunswick Secondary College social media accounts.

PROTOCOLS

- Student Photograph and Media Permission Authorisations must be observed when posting to the platform
- Students will generally be referred to by first name only, with limited exceptions at Principal's discretion

SAFETY

In the interest of community safety, Brunswick Secondary College reserves the right to add, remove or alter any content or information appearing as comment on the Brunswick Secondary College social media account if the school believes that it violates acceptable standards of safety or any of the school policies.

Visitors

- will be able to *Follow* the account, *Like*, *Share* and *Re-Post* from the account
- will not be able to author any posts or upload any media (including images or videos)