

SOCIAL MEDIA POLICY

INTRODUCTION

Ballarat Associated Schools Inc. (hereinafter referred to as 'BAS') is committed to organising and strengthening interschool activities to provide opportunities for Member Schools to cultivate friendship, fair play, co-operation and healthy competition. At times this inevitably leads to opportunities for the use of social media.

Due to the numerous risks involved in social media the Committee identified the need to develop a *Social Media Policy* to ensure it is fulfilling its obligations and providing consistent expectations for BAS staff, Member Schools and their communities.

SCOPE

1. This policy applies to all activities organised or scheduled by BAS and all related communication.
2. This policy does not apply to the solely personal use of social media by a BAS employee using their own electronic devices which is unrelated and doesn't impact upon their employment or professional standards.

DEFINITIONS

<i>Activity</i>	means a recreational pursuit or pastime and for the purpose of this policy may include events.
<i>Host School</i>	means <ul style="list-style-type: none"> - For internal venues, the Member School who is under control of the venue. - For external venues, the Member School who is the first named team in the fixture.
<i>Social Media</i>	means websites and applications that enable users or account holders to create and share content or to participate in social networking.
<i>The Committee</i>	means the Board of Ballarat Associated Schools Inc. which has been appointed in accordance with the Rules.

DETAIL

Part 1- Responsibilities

1. It is the responsibility of the Committee to ensure this policy is enacted and implemented for all activities organised or scheduled by BAS.
2. It is the responsibility of Member Schools to ensure they have their own standalone Social Media Policy which encompasses the requirements of this policy which is actively implemented within their community and covers extra- curricular activities.
3. It is the responsibility of the host school to facilitate all necessary communication required to enact this policy for each BAS activity.
4. It is the responsibility of each Member School to ensure that they have the permission of all identifiable individuals and/or all Member School's prior to publishing photos of BAS activities on social media.
5. It is the responsibility of each Member School to ensure that any School Media representative attending BAS Activities for the purpose of photography or videography is wearing a high visibility vest and is clearly identified as a School Media Representative.

Part 2- Procedure

1. Each Member School will nominate an internal media contact for all media purposes (hereinafter referred to as 'School Media Contact').
2. The School Media Contact's will create a group to facilitate communication between Member Schools.
3. If a Member School wants to use a photo or video for their own social media page which contains the identity of another student, they will seek permission from the relevant Member School prior to use, or the photo is to be blurred to the extent that the student and Member School is no longer identifiable.
4. Should a Member School want to live stream an activity, then it will initially be agreed in writing between the Member Schools and where possible be brought to the attention of the Committee at the meeting prior to the activity occurring. Following the Member School's agreeing to facilitate the live stream, the School Media Contact will confirm via their group whether permissions are allowed. If any Member School advises that they do not permit the stream to take place due to a student permission or legal reason, then the stream is not permitted to take place. All live streams are to have an expiration date of a maximum of 30 days and are only to be made available via password protected internal School platforms.
5. At the commencement of each school year, at the first BAS Meeting, the Executive Officer will ensure that all School Media Contact details are up to date.

Part 3- General

1. BAS, Member Schools and their employees must use their professional judgement in relation to all discussions, disclosures, comments, images and communications on social media. They are expected to be mindful that all content may be in the public domain and may have serious implications.
2. In order to minimise risk and protect their privacy, students and staff are advised to complete the following:
 - 2.1 Restrict accounts and monitor their privacy settings.
 - 2.2 Only add people they know and trust as online friends, followers and contacts.
 - 2.3 Protect their account with a strong, unique password which is regularly changed.
 - 2.4 Disable location sharing.
 - 2.5 Limit the amount and extent of any personal information shared.
3. On social media BAS, Member Schools and their employees must use social media in a respectful and responsible manner.
4. On social media BAS, Member Schools and their employees must not:
 - 4.1 Use social media to communicate with current students of BAS Member Schools or current parents, unless it is in the course of their employment specifically outlined in their position description.
 - 4.2 Use social media to communicate with past students of BAS Member Schools or past BAS parents, unless careful professional judgement has been used. In situations where this is necessary, and the individual is unsure as to their professional obligations they should inform their Head of School or the BAS Executive Officer.
 - 4.3 Discuss, disclose, comment or communicate any information which may be perceived or is confidential, or privileged via social media.
 - 4.4 Disparage or communicate adversely about BAS, Member Schools or their respective communities.
 - 4.5 Use social media in a manner which may bring BAS into disrepute or cause harm.
 - 4.6 Use social media to insult or present offensive or inappropriate content.
 - 4.7 Bully, harass, or make discriminatory comments about BAS, Member Schools or their respective communities.
 - 4.8 Without written authority speak, imply or act on behalf of BAS.



5. Member School's acknowledge and agree that BAS is permitted to use any content they publish on their Official Facebook page for the BAS website and that all permissions have been obtained prior to use.

Part 4- Implementation

1. This policy is implemented through a combination of the following strategies:
 - 1.1 Member training, education and information provided by each Member School.
 - 1.2 Encouraging a collaborative and proactive approach.
 - 1.3 Effective communication with all stakeholders, including Member School's being responsible for internally communicating this policy.
 - 1.4 Promoting a positive reporting culture.
 - 1.5 Initiating corrective action where appropriate.

Part 5- Audit & Review

1. BAS is committed to continuous review and improvement of all of its operations, including this policy.
2. It is the responsibility of the Committee to regularly monitor and annually review the effectiveness of the policy in practice.
3. It is the responsibility of the BAS Executive Officer to ensure spot audits are completed at least annually for each member school and relevant records are maintained.
4. As part of the review process it is the responsibility of the Member School to ensure the Sports Co-ordinator (or equivalent) is actively involved in reviewing this policy.

Part 6- Breach

1. Any breach of this policy will be taken seriously and immediately followed up by BAS.
2. Any breach of this policy may lead to action being taken, for serious breaches, this may include but is not limited to termination of membership.

<i>Social Media Policy</i>	<i>Person Responsible: BAS Committee</i>	<i>Approved by: BAS Committee</i>
<i>Date of Approval: 6 August 2025</i>	<i>Last Review: 7 May 2025</i>	<i>Next Review: Term 2 2026</i>