SOCIAL AND DIGITAL MEDIA GUIDELINES

Brisbane Boys’ College is committed to effective dissemination of information and communication within the organisation and with BBC community members - staff, students, parents, old boys, other stakeholders - and the media. All communication should support the overall values and aims of Brisbane Boys’ College.

Brisbane Boys’ College actively embraces social media, which can offer many benefits to the College and its stakeholders. However, without clear guidelines there is also the risk of misleading the community, and harm being caused to the College’s or an individual’s reputation.

Social and digital media such as but not limited to Twitter, Facebook, Google+, YouTube, Snapchat, Instagram, weeblys and blogging represent a growing form of communication for organisations, allowing them to engage with their communities and the wider public more easily than ever before. However, it is also an area in which protocols and boundaries are constantly being tested. These guidelines act in conjunction with Brisbane Boys’ College communications plans in order to maximise our social media reach, while protecting our brand’s reputation, and the reputation of our community members.

Rationale

BBC’s Social and Digital Media Guidelines articulate our employees’ responsible use of social and digital media, in line with the standards set out in the PMSA Social Media Policy. They are provided to support BBC community members as they engage in digital media conversations and interactions for professional use.

The purpose of these guidelines is to:

- Encourage social networking and digital media to be used in a beneficial and positive way
- Safeguard the brand and reputation of Brisbane Boys’ College, associated PMSA schools, the Presbyterian and Methodist Schools Association, Great Public Schools Association Queensland, Independent Schools Queensland and other organisations, from unwarranted activity on social networking sites and digital media
- Safeguard staff, students, parents, old boys and other members of the BBC community and the greater public from unwarranted activity on social networking sites and digital media
- Clarify what the College considers to be appropriate and inappropriate use of social networking and digital media by BBC community members
- Set out the procedures that will be followed where it is considered that BBC community members have inappropriately or unlawfully used social networking and digital media

Authorisation

BBC presence on any social or digital media platform, including school related accounts must be authorised by the Marketing and Communications Department via the Social and Digital Media Authorisation Form. Any sites, accounts, or pages existing without prior authorisation will be subject to review, editing, and, at times, removal. If you have already established a site, please complete the Authorisation Form and send through to the BBC Marketing Department. Any site using BBC promotional images or imagery that depicts BBC uniform items, which can identify Brisbane Boys’ College, is seen as a reflection of the BBC brand and therefore requires authorisation.

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Authorisation for social or digital media platforms is required for, though not limited to, the following:

- Co-curricular activities
- Courses/subjects
- Year levels
- Houses
- Teams/age groups
- Excursions/overseas tours
- BBC Foundation
- P&F Association
- Support Groups
- Affiliated groups
- Other sites associated with Brisbane Boys' College

Only authorised BBC community members (preferably a BBC staff member) may create social media identities, profiles or accounts that use the College’s name, crest or brand, or are designed to represent the College in any way; including those identifiable through images, uniform or name.

To request permission for a BBC-related site, please utilise the Authorisation Form and identify a “content owner,” or individual responsible for performing regular monitoring and maintenance of the account, and a responsible administrator (must be a BBC staff member) assigned to the specific site.

Each social media account must name the BBC Marketing and Communications Department as an administrator once authorisation has been sought. However, the content owner shall be responsible for monitoring and maintaining this account.

Once authorised, the social media content owner and their supervisor are entirely responsible for regular monitoring of the site, appropriate online conduct and adhering to the official BBC Social and Digital Media Guidelines.

It is recommended that BBC community members use the best communication engagement channel to achieve the best possible outcome. Social and digital media must not be used as an alternative to the official BBC communication channels of CONEQT (portal) and school email. Students cannot be content owners or administrators of any BBC-related accounts.

**Maintenance and Monitoring Responsibilities**

Content owners are responsible for monitoring and maintaining official presences on social media accounts as follows:

- Content must conform to all applicable state and federal laws, as well as all BBC and PMSA policies and administrative procedures
- Content must be kept current and accurate, refreshed at least weekly (within season), and closed when not in use (i.e. outside of season or after the overseas tour)
- Content must not violate copyright or intellectual property laws and the content owner must secure the expressed consent of all involved parties for the right to distribute or publish recordings, photos, images, video, text, slideshow presentations, artwork or any other materials. Before posting any photographs of students, content owners shall review the list of students whose parents have not consented to having their child’s photograph taken or published. No student photographs should be published for personal, promotional use or any other non-school related purpose
- All postings and comments by users are monitored and responded to as necessary on a regular basis. Postings and comments of an inappropriate nature or containing information unrelated to BBC business should be deleted promptly
Appropriate Use

BBC community members are advised that social media conversations may also be covered within BBC and PMSA policies pertaining to privacy, defamation and intellectual property. BBC community members need to be aware of the concept of leaving a “digital footprint”, i.e. communication via social media and email is virtually indelible.

BBC community members authorised to create and maintain one of the College’s social media accounts must:

- Maintain the same high standards of conduct and behaviour online as would be expected in a physical work environment
- Behave impartially and professionally
- Behave with respect and courtesy, and without harassment
- Deal appropriately with information, recognising that some information needs to remain confidential
- Be sensitive to the diversity of colleagues, peers, students and the community
- Uphold the values of Brisbane Boys’ College
- Protect the integrity, reputation, privacy and security of Brisbane Boys’ College, its students, staff, parents, old boys, affiliates and suppliers.
- Comply with applicable laws and legislation, including copyright, intellectual property, privacy, financial disclosure, defamation and other such applicable laws
- Assist and support the College’s strategic objectives
- Not knowingly provide incorrect, defamatory or misleading information about the College’s own work, the work of other organisations, or individuals
- Represent the organisation as a whole and should seek to maintain a professional and uniform tone in line with the BBC brand

Managers/coaches/volunteers who are not BBC staff members are to communicate to students - using the official channels of CONEQT, email or an authorised social media account - through their Age Group Coordinator, Director of Sport or relevant BBC staff member.

BBC community members may, from time to time, and with appropriate approval, communicate on behalf of Brisbane Boys’ College, but the impression should remain one of a singular organisation rather than a group of individuals. BBC community members posting comments on official BBC communications should observe the standards of conduct and behaviour above. BBC reserves the right to delete official posts or comments that are deemed to be defamatory or offensive. Content communicated via social media should be consistent with the values, mission, vision and expectations of the BBC community, as well as the College’s official key marketing messages.

Everything you produce has consequences for individuals and the organisation. Failure to abide by these guidelines and BBC’s Code of Conduct could put you at risk of legal action or disciplinary measures as per the PMSA policy. You are required to follow the terms and conditions for any third-party sites.

Facebook sites must be a “Business” or “Place” – “Personal” sites or “Closed Groups” are not acceptable for conducting official school business.

Inappropriate Use

The following list, though not exhaustive, provides examples of use of social media and digital media that Brisbane Boys’ College considers to be inappropriate or off-brand:

- Publishing defamatory; discriminatory; illegal; sexual; racist or other offensive material
- Publishing any material which is confidential or would breach copyright, intellectual property or data protection principles
- Publishing material that is unprofessional and/or grammatically incorrect, including spelling
• Publishing material that is not in keeping with the BBC brand and tone of voice, and contrary to the College values
• Publishing photographs or video content of staff or students without appropriate permission
• Publishing anything of an abusive or harassing nature
• Breaching BBC and PMSA codes of conduct or existing policies
• Promoting personal financial interests, commercial ventures or personal campaigns
• Discussing any matters relating to BBC, staff, students or parents/carers for which the social media is not considered to be an appropriate forum
• Actively providing false or misleading information about the school, its staff or students
• Cyber-bullying
• Using social media or digital media to raise complaints/grievances – any issues should be raised via the appropriate channels

Any matter will be dealt with based on its own facts. College policies must be followed where appropriate. BBC will contact the Police where it is obliged to do so, as a matter of law.

Brisbane Boys’ College Logo(s)
The use of the Brisbane Boys’ College logo(s) on a social media site must be approved by the Marketing and Communications Department prior to use. This includes any logo associated with Brisbane Boys’ College, and is not limited to the BBC crest.

General Brisbane Boys’ College Sites and Accounts
BBC’s general social media sites, including BBC’s Facebook, Twitter, Vimeo and LinkedIn accounts, will be managed by the Marketing and Communications Department. Duplicate, unofficial sites shall be reported, and investigated.

P&F Association, Support Groups, Clubs and Foundation
The abovementioned guidelines also apply to members of the BBC community who are acting in their capacity as a member of the BBC Parent and Friends’ Association, a BBC Support Group, Club or the BBC Foundation. Therefore they should ensure that they are acting according to the spirit of this policy when acting in this capacity.

Sponsors and Advertising
Sponsor logos are permissible on BBC-related sites, with prior approval from and appropriate consultation with the BBC Development Office. The page must also include or link to contact information for an individual who can provide information about sponsorship. Advertising for third-party events or activities not associated with official BBC business is strictly prohibited.

Relevant Legislation
Recent decisions by Fair Work Australia have again confirmed that proof of excessive use or the inappropriate use of social media during, or outside of work hours, may constitute a valid reason for termination of employment. Examples of Acts that may be associated with the use of social media:

• Fair Work Act 2009
• Privacy Act 1988
• Telecommunications (Interception and Access) Act 1979
• Telecommunications Act 1997
• Criminal Code Amendment (Cyber Predators) Act 2006

• Copyright Act, 1968
• Copyright Amendment (Digital Agenda) Act 2000
• Copyright Amendment (Moral Rights) Act 2000
• School Education Act 1999
• School Education Regulations 2000
SOCIAL AND DIGITAL MEDIA AUTHORISATION FORM

BBC community members who wish to create and maintain an official BBC or school presence on any social or digital media site must have an authorised copy of this completed form on file in the school/department director’s office. For authorisation, a copy must be submitted to the BBC Marketing and Communications Department, prior to a site’s activation. Once authorised, the social media site administrator and their supervisor are fully responsible for regular monitoring of the site, appropriate online conduct and adhering to BBC’s official Social and Digital Media Guidelines, located at www.bbc.qld.edu.au/more/policies-governance.

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<th>Date:</th>
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<td>Email:</td>
<td>Department:</td>
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**Nature of request:** (please put an X next to the site. If other, please specify)

<table>
<thead>
<tr>
<th>Website</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>Facebook Page (business or place)</td>
<td>Weebly/Blog</td>
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<td>Instagram</td>
<td>Other</td>
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**Purpose of presence on social or digital media site:**

**SITE ACCOUNT INFORMATION**

<table>
<thead>
<tr>
<th>Request type:</th>
<th>Established account (established prior to August 2015)</th>
<th>New account</th>
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<tbody>
<tr>
<td>Email associated with site:</td>
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<td>Username:</td>
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<td>Password:</td>
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**All individuals with site account access:** (please list below)

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<th>Name:</th>
<th>Title/Affiliation:</th>
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<td>Name:</td>
<td>Title/Affiliation:</td>
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**AUTHORISATION BY DEPARTMENT SUPERVISOR** (Must be a BBC Executive member)

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<td>Signature:</td>
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**AUTHORISATION BY MARKETING AND COMMUNICATIONS DEPARTMENT**

| Signature: | Date: |