



Social Media (Student Usage) Policy

<p>Purpose:</p>	<p>This policy aims to:</p> <ul style="list-style-type: none"> • provide clarity on how students enrolled at Brisbane Boys' College should conduct themselves in their use of Social Media; • provide guidelines for all BBC students on appropriate use of Social Media where there is a connection with the College; and • protect BBC's brand and reputation. 	
<p>Scope:</p>	<p>This policy applies to all students enrolled at Brisbane Boys' College and applies to conduct that occurs via all electronic devices and social media platforms, including but not limited to, email, text messages, internet chat rooms, instant messaging, social media and other electronic mediums. It applies to conduct occurring in any BBC related context, including during school hours, within and outside of the College, and outside school hours where there is a relevant connection with a student's enrolment at BBC.</p> <p>Use of Social Media will be deemed to have 'a connection with a student's enrolment at BBC' in each of the following circumstances:</p> <ul style="list-style-type: none"> • if the social media site is established or used as the individual social media site of Brisbane Boys' College; • if the social media is accessed using the BBC ICT Systems or equipment; • if the student identifies themselves as a current student of BBC on the site, or if they could be reasonably identified as a student of the College; or • if the content of the social media is specifically about Brisbane Boys' College, its students or employees, in whole or in part. 	
<p>References:</p>	<ul style="list-style-type: none"> • Anti-Discrimination Act 1991 (Qld) • Privacy Act 1988 (Cth) • Work Health and Safety Act 2011 (Qld) • Queensland Criminal Code • Commonwealth Criminal Code • BBC Anti-Bullying Policy – Student Protocols • BBC Complaints Policy and Procedure • BBC Privacy Policy • BBC Student Acceptable Use of Technology Policy • BBC Student Discipline Policy and Procedure • PMSA Child Protection Policy • 2020 Tabet PC Program Agreement Years 7 to 12 	
<p>Review Date:</p>	<p>This policy will be reviewed annually, or as appropriate, to take account of new legislation or changes to school's operations and practices and to make sure it remains appropriate to the changing environment.</p>	<p>Next Review Date: 1st October 2020</p>
<p>Policy Owner:</p>	<p>Headmaster</p>	

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1.0 Policy Statement

Brisbane Boys' College is acutely aware of the importance of social media as a means of communication but is equally aware of the risks associated with inappropriate use. The misuse of social media has the potential to affect the health and wellbeing of our students and/or their families, BBC employees, members of the wider community and to potentially damage BBC's brand and reputation. BBC is focused on ensuring the appropriate and safe use of social media by our students at all times.

Each student at BBC is expected to support the College values of **Relationships; Courage; Creativity; Endeavour; Authentic Pastoral Care; Accountability** and **Find a Way No Matter What** to shape how they behave, how they treat other people, and to make decisions with confidence and clarity. It is subsequently expected that students will uphold the ethos and values of the College in their use of all social media by demonstrating self-discipline and modelling expected behaviours. Each student is responsible for his individual actions towards himself and others both within and outside the College.

2.0 What is Social Media?

Social media refers to online tools, which provide users with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following:

- Social Networking Sites – Websites that allow you to create a personal profile, chat and share information with others, such as Facebook, LinkedIn, Google+, Instagram, Snapchat, Pinterest.
- Video/Photo Sharing Sites – Websites that allow you to upload and share videos, sounds and photos, which can be viewed/heard by, web users the world over such as YouTube, Flickr.
- Micro-Blogging Sites – Websites that post micro-blog posts to announce what you are currently doing, such as Twitter, Yahoo Buzz, and Meme.
- Weblogs – Websites that act as an online diary, where you regularly post about your life, or other interests, such as WordPress and Tumblr.
- Forums and Discussion Boards – Websites that act as online discussion sites such as Whirlpool, Yahoo! Groups, Google Groups.
- Geo-spatial Tagging – Applications with the capability to detect and record where you and other people are located, such as Foursquare.
- Online Multiplayer Gaming Platforms – Multiplayer video games, which are capable of supporting hundreds or thousands of players simultaneously and usually, feature at least one persistent world such as World of Warcraft.
- Direct Messaging – Direct messaging (DM) technology is a type of online chat that offers real-time text transmission over the Internet such as SMS.
- Vod and Podcasting – a podcast delivers (an audio programme) over the internet on a regular basis while a vodcast delivers video on demand via a podcast.
- Online Encyclopedias – An online encyclopedia is an encyclopedia accessible through the internet such as Wikipedia.
- Any other websites or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.



3.0 Risks associated with the misuse of social media

Some of the risks associated with the misuse of social media which are managed under this policy include, but are not limited to:

- breaches of Australian and State child protection, work health and safety, equal opportunity and antidiscrimination legislation and relevant BBC policies as a result of posting offensive, bullying, harassing, or discriminatory material;
- the risk of identity crime which involves the criminal use of another person's identity to facilitate in the commission of a fraudulent act;
- reputational damage to BBC, its employees, students and members of the broader BBC community;
- disclosure of confidential information and breach of privacy laws;
- misuse of intellectual property and breach of copyright laws.

4.0 Responsibilities

Students are responsible for using online media in accordance with Queensland and Commonwealth Criminal Law and this Policy.

4.1 Official Use

Students are not authorised to 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. Students cannot be content owners or administrators of any BBC-related social media accounts.

4.2 Personal Use

Students are personally responsible for the content they publish, and what they share, 'like' or 'tag' on any form of Social Media platform. When posting personal comments that relate to, or can be identified as relating to, BBC issues or where there is the potential for an individual to identify themselves as a student of Brisbane Boys' College either directly or as part of a user profile, or if they can be identified as being a current student of BBC via the content of their postings, the student's personal use of social media must:

- comply with the BBC Student Code of Conduct and other BBC policies that outline expected standards of behaviours of students; and
- not damage the reputation of Brisbane Boys' College or interfere with, or compromise the College.

When using social media all students are expected to ensure that they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not use avatars or other means of hiding or misrepresenting their identity;
- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of the College community;
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
- Do not harm the reputation and good standing of the College or those within its community;
- Do not film, photograph or record members of the College community without express permission of the College or use film, photographs or recordings without express permission of the other parties; and
- Do not upload or circulate photos or videos of Brisbane Boys' College students;
- Do not create unofficial College websites, include any reference to Brisbane Boys' College in a website, whether it be in the title of the website, the content of the website or the wearing of all or part of the Brisbane Boys' College uniform or co-curricular accessories in any photographs included in the website.



All students enrolled at Brisbane Boys' College have a responsibility to take steps to advise friends, family or other acquaintances of the need to use discretion when they post images or information about the student on their own social media forums where they can be identified as a BBC student.

5.0 Sexting

'Sexting' is a term that originated in the media – a portmanteau created by collapsing terms "sex" and "texting". It is generally defined as the digital recording of nude or sexually suggestive or explicit images and their distribution by mobile phone messaging or through social networking platforms such as Facebook, Instagram and Snap Chat.

Sexting may be a crime when it involves people under 18 - even if they have consented. It's also a crime when it involves harassing people of any age. If a student involved in sexting is under 16 years of age, there may be an offence under Queensland law and if a student involved in sexting is under 18 years of age, there may be an offence under Commonwealth law.

The creation and/or distribution of the images may also constitute child exploitation material.

6.0 Child Exploitation Material

'Child exploitation material' means material that, in a way likely to cause offence to a reasonable adult, describes or depicts a person, or a representation of a person who is, or apparently is, a child under 16 years –

- (1) in a sexual context; or
- (2) in an offensive or demeaning context; or
- (3) being subjected to abuse, cruelty or torture

In Queensland, it is a crime to:

- (1) involve a child in the making of exploitation material;
- (2) make child exploitation material;
- (3) distribute child exploitation material; and
- (4) possess child exploitation material

It is also an offence under the Commonwealth Criminal Code to use the internet for *child pornography material* or *child abuse material* (refer Section 10 –Definitions).

7.0 Cyberbullying

'Cyberbullying' occurs where someone bullies another person or group online (e.g. on a social networking site) or by sending emails or messages using a phone or computer with the intent to harm the person or group. It may involve the use of nude or sexually suggestive images but it is a different issue from 'sexting' – refer Section 5 above.

Examples of cyber-bullying can include:

- sending or posting nasty or embarrassing comments or photos,
- spreading rumours,
- making threats,
- excluding someone online, or
- pretending to be someone else to make them look bad.

Cyber-bullying may be a crime under Queensland and/or Commonwealth law if it involves:

- using a phone or the internet in a menacing, harassing or offensive way
- *unlawfully stalking* someone (refer Section 10 Definitions)
- sending emails, messages or posts which threaten to kill someone, or intimidating someone by threatening to enter or damage their home or other premises



- publicly encouraging hatred, serious contempt or severe ridicule towards someone because of their race, religion, sexuality or gender identity in a way which includes threatening to hurt them or damage their property
- using a phone or the internet to send or post anything that encourages or helps someone to commit suicide
- sending or posting nude or sexual images of someone without their consent

Depending on the circumstances, there are other criminal laws that may also apply to cyber-bullying.

For example:

- it is a crime under national law to log on to someone's online accounts to access information or change anything without permission, or to commit a serious offence (e.g. to stalk someone);
- it is a crime under Queensland law to hack into someone else's computer and change anything or cause anyone harm;
- it is a crime under national law to use a phone or the internet to commit a serious offence (e.g. to stalk someone); and
- it is a crime under Queensland law to 'publish' (e.g. post online) untrue things about someone which damages their reputation (defames them) if the aim is to cause them serious harm.

Students should be aware that the maximum penalties for some of the offences are high (e.g. up to 3 years in jail for using a phone or the internet in a menacing or harassing way, 5 years in jail for stalking someone (or 7 years if it involves threatening violence), up to 10 years in jail for using a phone or the internet to threaten to kill someone, and up to 7 years in jail for using a phone or the internet to threaten to seriously injure someone).

8.0 'Revenge Porn' legislation

It is an offence under the *Criminal Code (Non-consensual Sharing of Intimate Images) Amendment Act 2019* (Qld) to distribute, or threaten to distribute, an intimate image of another person without that person's consent in a way likely to cause distress. **A person under 16 is incapable of giving consent.**

Under the Criminal Code the offence is a misdemeanour for which an offender may be liable to 3 years imprisonment.

9.0 Reporting Inappropriate Use

Where a student becomes aware of inappropriate or unlawful on-line content that relates to BBC or content that may otherwise have been published in breach of this policy, the situation and circumstances should be reported immediately to the Headmaster and/or Deputy Headmaster.

10.0 Breach of Policies

Any reported, or identified breach of this policy by a student will be investigated according to procedural fairness under the BBC Student Discipline Policy and associated procedure on a case by case basis. A breach of this policy may also involve a breach of other BBC policies which will also be managed under the BBC Student Discipline Policy and associated procedure.

Students must understand that the type of security settings used on their social media profiles cannot excuse breaches of this policy if the material posted is inappropriate and becomes more publicly available than was intended.

All reports of cyberbullying and other technology misuses will be investigated fully and may result in a notification to Police where the College is legally obliged to do so. Students and parents must be aware that in certain circumstances where a crime has been committed, the student may be subject to a criminal investigation by Police over which the College will have no control.



Consequences for a student found to be in breach of this policy include, but are not limited to the loss of computer privileges, suspension, or expulsion from the College.

11.0 Definitions

"Child abuse material" depicts a person under 18 years of age who is, or appears to be, a victim of torture, cruelty or physical abuse.

"Child pornography material" includes material that depicts a person under 18 years of age who is engaged in, or appears to be engaged in, a sexual pose or sexual activity. It also includes the depiction, for a sexual purpose, of a sexual organ or the anal region of a person under 18 years of age.

"Unlawful stalking" is where someone purposely does things to another person which makes them feel scared, causes them serious emotional or mental harm, stops them doing something they would otherwise do, or makes them do something they wouldn't. It includes contacting or approaching them using the internet or other technology. To be stalking it has to involve more than one act, or one act which lasts for a long time.

12.0 Amendment Register

Date of Issue	Page Number	Detail of and reason for amendment
21 st November 2019	All	New policy endorsed by BBC Executive
28 th February 2020	Page 1 - References	Reference section updated to include additional references to: <ul style="list-style-type: none">- BBC Student Acceptable Use of Technology Policy- 2020 Tablet PC Program Agreement Years 7 to 12