



PRINCIPAL : F. WHATA B.Ed, Dip Tchg

## **ONLINE MEDIA POLICY 2018**

### **RATIONALE**

At Rotorua Primary School we aim to ensure that all family and community members are up to date with current events and successes of the students of our school. As a means to inform our parents and community members, we are using as many platforms as possible. We will use a variety of social media and online platforms in order to share images/videos, inform, develop open communication, and promote our school in a safe and positive manner.

### **PLATFORMS**

The following is a list of platforms our school intends to use for purposes mentioned above. Due to the evolving nature of technology, these platforms are subject to change. These platforms include (but are not exclusive to) Facebook, Youtube, Seesaw, Google Suite, Rotorua Primary School App, and the Rotorua Primary School Website.

### **CODE OF CONDUCT**

- Rotorua Primary School will operate various social media platforms to provide families and the wider community with relevant information about our school. These accounts will be closely monitored to ensure we preserve the integrity of the school.
- In order to ensure the safety of our students, all users must be identifiable and using real names. Failure to do so will have these users removed from all social media platforms.
- Rotorua Primary hold no responsibility or accountability for any images taken and posted by members of the public.
- Facebook is not permitted to users under the age of 13 in accordance with Facebook terms and conditions.
- Administrators reserve the right to remove any members that do not abide by the guidelines outlined in this policy.
- Disciplinary action will be taken when deemed necessary by our Principal or School Board of Trustees.
- Appropriate steps will be taken to manage any issues that may arise. Police will be contacted if necessary.

## **GUIDELINES FOR USERS**

- Users cannot use to promote personal products, services, or events unless approval is given by the School Board of Trustees or Principal.
- Users are not permitted to author postings of their own or share photos or videos on any of the school's social media accounts.
- Users should not post any material that could be considered offensive, inappropriate, or harmful to individuals, groups, or the school's reputation.
- Personal Social Network account holders will be held solely responsible for all postings on their site.
- Any disturbing, offensive, or degrading posts regarding Rotorua Primary School must be immediately reported to the Principal or School Board of Trustees.
- Inappropriate use of Social Networking that names Rotorua Primary School or members of the staff will result in a full employment investigation.

## **COMPLAINTS PROCESS**

All complaints should be referred directly to the Principal. The Principal may receive personally presented verbal complaints, directly or through the Board of Trustees. The Principal may advise the complainant to submit in writing. The complainant must sign all written complaints. Unsigned or anonymous complaints will be disregarded. The Principal or the Board of Trustees will acknowledge all written complaints in writing as received.

For any questions or concerns regarding our complaints procedures, please refer to our "Complaints Procedure, 2016" policy, as listed on our school website, or available from our school office for your perusal. In the event of any complaints, please direct these to [office@rp.school.nz](mailto:office@rp.school.nz)

## **ROLES/ RESPONSIBILITIES**

Social media and online accounts will only be administered by employed members of staff at Rotorua Primary School. This includes Sports coordinators, ICT Leaders, Office Administrators, the School Principal, Senior Management Staff, and Other staff members approved by Principal.

## **CONCLUSION**

The reputation of Rotorua Primary School and the personal and professional integrity of staff members will be protected at all times.

Signed: .....  
(Chairperson)

.....  
(Principal)

Date:.....

Date:.....