



BRISBANE GRAMMAR SCHOOL

Social Media Policy

(Version 2.0 2024-08)

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1. Purpose and application

The purpose of this *Social Media Policy* is to provide written guidelines and a code of behaviour for appropriate conduct of students, staff, parents, Old Boys and the broader community of Brisbane Grammar School (referred to in the Policy as “BGS” or “the School”) online.

Intended as a medium for positive engagement, there is the capacity for some to, intentionally or unintentionally, use social media with the intent to hurt or harm individuals, the School brand, or our community as a whole. This Policy outlines how the BGS community and anyone engaging with the School’s social media pages should conduct themselves online and specifically on social media.

2. Definition – what is social media

In this Policy, social media refers to any form of digital communication through which users create or participate in online communities to share information, ideas, messages, photos or videos.

This policy relates to both personal social media and social media owned, and operated or managed by the school, and school staff.

3. Social media examples

The School operates and encourages active engagement across all active social media pages: i.e Facebook, Instagram, LinkedIn and YouTube. At the same time, an individual’s right to engage or comment on these pages must be balanced with the School’s right to manage commentary by ensuring it does not harm BGS community members or BGS itself.

The Schools official social media accounts include:

- Facebook – Brisbane Grammar School, BGS Boarding and Brisbane Grammar School Old Boys Association
- Instagram - @BrisbaneGrammar, @bgs_boarding, @bgs_cocurricular
- LinkedIn – Brisbane Grammar School
- YouTube – Brisbane Grammar School

4. Guidelines

BGS community members interacting online are expected to maintain the respect, dignity and professionalism that is consistent with the School values. They should act with concern for the safety and reputation of students, staff, the School and themselves.

- Even if you are not representing the School in an official capacity, you are responsible for your conduct online. If your behaviour violates the School’s expectations, you will be held accountable accordingly.
- Regardless of your privacy settings, assume that all information shared on your social network is publicly visible. This includes online conversations.
- Exercise caution with your personal information. Do not share personal or private information on social media. Do not share confidential student or staff information on social media.
- Be vigilant about protecting your social media accounts. Do not share passwords. Log out of your accounts when not in use. If something is posted



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on a personal account without your knowledge, the responsibility falls to you to report it. You should take steps to both report the offensive post to the School and remove the post from your account.

- Protect your devices and your phone with passwords.
- The School uses Pixivity to manage media consent for staff and students. You must obtain permission from other staff to post pictures or videos of others on your personal social media pages. Posting images without permission may violate another person's privacy.
- You cannot share images of students on your personal social media accounts.
- Do not repost a link on social media without looking at the content first.
- Do not post or exchange any personal images or content containing nudity to social media. Such images may be considered child pornography and subject to legal action.
- Do not post content on social media that puts you or others at risk.
- Parent and guardian notification must be given regarding student use of social media for school-related activities.

5. Code of Behaviour

5.1. Students

- Students are not authorised to create social media identities, profiles or accounts that use the School's name, logo or brand, or are designed to represent the School in any way. Students cannot be content owners or administrators of any BGS-related social media accounts, with exception of the BGS Spirit Instagram Account.
- The BGS Spirit Instagram account (@BGS.spirit) is an approved account created by students for their peers. A select group of Year 12 seniors manage the account, in consultation with the current HOY and Assistant HOY. Content is reviewed and moderated, in line with shared guidelines.
- Students are reminded of the School's *Code of Expectations and Behaviour* policy. Students who breach this policy may face disciplinary action; including detentions, suspension (whether from school or from any particular school activity) or expulsion from the School.
- Students are expected to treat others online with the same respect, dignity, and care as they would in person.
- Students who misuse social media in a way that is demeaning and humiliating to another member of the community can expect a disciplinary response.
- Students who engage in harassing behaviours online can expect a disciplinary response.

5.2. Staff

- Staff must be familiar with and comply with the *Staff Code of Conduct* policy.
- Staff must ensure that any use of social media, whether using the School's systems or otherwise, does not adversely impact upon the School or involve unacceptable use by breaching any BGS policy.
- Staff must adhere to the image access and usage guidelines to manage permissions in relation to publishing images or videos of students on the schools social media accounts.
- All requests to post images or videos of students, parents or other staff on BGS official social media accounts should be sent via email to the



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Community Relations department.

5.3. Parents

- Parents are asked to model appropriate behaviour for their sons to follow in all social media interactions.
- Parents should not create any public social media pages or groups for School-related activities, including volunteering, without the approval of the School's Community Relations department.
- Parents should not use BGS social media pages for advertising any business. In the case of sponsorship for school events and activities, please ensure that sponsor placement is approved by the Community Relations department.
- Do not post photos on social media containing students at the School, or outside your family, without first seeking written permission from the Community Relations Department.

6. Image and media Consent

Media consent applies to every individual who attends, works or is on School property, including but not limited to; Staff, Students, Old Boys, Contractors, Coaches, Visitors to external BGS sites (Northgate).

- Media consent is the informed and freely given agreement to engage in an activity, or permission for a specific photo, video or audio recording to occur.
- BGS staff and students must seek consent before sharing a photo or video, on social media or any via other digital communication.
- Consent is ongoing. Even if someone has agreed to their image being posted, they can change their mind and retract their consent at any time.
- Requests to remove a photo or video from social media must be actioned immediately.
- Brisbane Grammar School uses a DAM – digital asset management tool called Pixevety that manages media and image consent. The School uses the DAM to safely and securely manage and share digital content within the community. --
- The School will also seek additional written approval and consent from time to time when images are being used for marketing and communications purposes.
- Staff, students and parents have access to Pixevety via single sign on, and can update their personal consent or consent on behalf of a student, at any time.
- Photos or videos of students will not be posted on the Schools social media accounts if a parent or guardian denies consent or opts their child(ren) out of such communications.

Consent is valid if it is:

Voluntary – the person giving the consent knows that they do not have to give consent and that there will be no adverse consequences if they do not give consent.

Informed – the consenting individual knows how their copyright works will be used, and/or, what, how, to whom and under what conditions, their personal information will be recorded, used or disclosed before agreeing.



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Specific – consent must be specific and identify the activities, information and parties that it will cover.

Current – the consenting individual must be advised of the specified period for which the consent will be relied on, and how a person can revoke consent.

Authority – Parents, guardians and known caregivers of BGS students under the age of 18 years of age are required to provide consent on behalf of their children. Consent is deemed current and accurate based on the information provided by their parent, guardian or caregiver in Pixevety or at enrolment to the school.

7. Using the BGS brand

Use of the Brisbane Grammar School brand and logo is not permitted unless prior written permission has been obtained by the School. The BGS crest, colours, trademarks, official photographs or any other intellectual property or proprietary materials are not permitted to be used in any postings to social media without written consent. This extends to creating social media pages, groups or accounts of any kind that could be perceived as speaking on behalf of the School.

Pages on any social media platform using the School's brand will need to seek approval from the Community Relations department.

7.1. Disclaimer

The following disclaimer must be followed on all BGS social media pages: Brisbane Grammar School (BGS) encourages past, present and future students, their families and friends, staff and others to participate in the BGS online community. Rude, offensive, discriminatory, defamatory, irrelevant, and illegal commentary or posts of a commercial nature will be deleted and the user/s may be blocked.

8. Community Moderation and Official Statements on Social Media

Responding to comments, messages and posting official statements on social media on behalf of Brisbane Grammar School can only be made by the School's Community Relations department or Headmaster. In general, comments will be reviewed and responded to if deemed appropriate within 24 hours during the school week, and 48 hours over the weekend or public holiday.

9. Summary

There are four guiding rules to remember when engaging with BGS social media pages:

- Keep your content appropriate: BGS social media pages are family friendly forums and many users are under 18 years of age. Explicit language or derogatory commentary will be deleted immediately.
- Relevant: Stick to the topic being discussed.
- Respectful: You may not agree with everyone posting on the BGS social media pages. Please remain courteous at all times.
- Legal: Any posts with the following will be deleted; discriminatory or defamatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or beliefs, encourage illegal activities, or breach any social



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media user guidelines and/or Australian laws.

The School encourages the community to engage with the various BGS social media pages positively and respectfully.

10. Contact Information

If you have any questions regarding this document, please contact Community Relations at communications@brisbanegrammar.com or (07) 3834 5322

11. Policy Management

The School may, from time to time, review and update this document to take account of new laws and technology, changes to the School's operations and practices and to make sure it remains appropriate to the changing school environment.

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