



Te Aroha College Social Media Policy

Purpose

Te Aroha College maintains a social media presence to share school news, celebrate achievements, engage with whānau and the wider community, and promote school events. This policy sets expectations for the appropriate use of social media by staff, students, and the community.

Scope

This policy applies to:

- Official Te Aroha College social media accounts
- Staff, student and school group use of personal social media accounts when representing or referring to the school

Official School Social Media

- Content posted must reflect the values of the school and be respectful, factual, and positive
- Personal information (e.g., names or images of students) must not be posted without appropriate consent from parents or caregivers
- Any concerns or complaints received via social media will be directed to appropriate school staff for resolution

Staff Use of Social Media

- Staff must maintain professional boundaries online
- Staff should avoid posting content that may bring the school into disrepute
- Personal accounts should not be used for communicating directly with students

Student Use of Social Media

- Students must follow the school's ICT and digital citizenship policies
- Cyberbullying, harassment, or sharing harmful or offensive content is strictly prohibited
- Students should think carefully before posting about school activities or other students

Harmful Digital Communications

In line with the **Harmful Digital Communications Act 2015**, the school may act on:

- Threatening, abusive, or harassing online behavior
- The spread of false or offensive information about others
- Inappropriate sharing of images or videos

Breaches may result in disciplinary action in line with school procedures.

Monitoring and Moderation

The school reserves the right to moderate or remove content from its social media pages that:

- Is offensive, inappropriate, or harmful
- Breaches privacy or copyright laws
- Discredits the school or its community

Reporting Concerns

To report inappropriate content or behavior related to Te Aroha College social media, please contact the school office.

Policy Review

This policy will be reviewed every 3 years or earlier if required.

Date ratified: **April 2025**

Date of next review **April 2028**