

MEDIA POLICY

RATIONALE:

Media, in all forms, provides opportunities to promote school achievements and activities, but must be used in a manner that maintains privacy, enhances our school image and does not infringe departmental requirements.

AIMS:

- To use media (internet, social media, radio, television, newspapers and internal school based media such as newsletters and external display boards) to enhance and promote community perceptions of our school, our staff and our students.
- To recognise the advantages of promoting school achievements and activities via wider professional media services.
- To protect student privacy and our school reputation.

IMPLEMENTATION:

- If the principal is contacted by the media they can contact the Department's Media Unit on (03) 9637-2871. This service is also available after hours.
- Our School Improvement Leaders (SIL) and potential nominated Media Liason will coordinate any and all media activities. Staff will seek the approval of the Principal before any contact is made with the media.
- Considerations of drone use requests will be made in consultation with the Principal.
- Any approaches by the media to the school or its employees for comment or information must be immediately redirected to the Principal, who should contact the Departments Media Unit.
- Maintaining professional boundaries when using social media is highly recommended. We encourage all staff when using social media to ensure that appropriate privacy filters are enabled and that staff are familiar with the DET Guidelines for Using Social Media.
- A budget will be allocated for school promotion and advertising.
- Staff should communicate with the Principal before making public comment or formal statements on educational issues that bears on the organisation or program of the school or place of work.
- Formal media statements are to be made by the Principal or School Council President, after liason with the DET Media Department.
- In relation to photographing and/or filming of students for the purpose of teaching and learning and school promotion at Findon, the school will seek general consent to use these images from parents/caregivers at the beginning of the school year, with clear option available to provide or decline this consent. These images may be used in the school newsletter, on the school website, school intranet, or in school celebrations (such as a historical birthday).
- Where photographing/filming external to the school may occur, ie Local newspaper, television network, specific consent will be sought for this purpose clearly outlining all details to families.
- A student's printed family name will be omitted from media unless parent/caregiver consent is provided. Images will not be disclosed to third parties without parental consent.

EVALUATION: This policy shall be reviewed as part of the ongoing policy and process review.

REFERENCE:

DET Media (Relationships with) Policy

<http://www.education.vic.gov.au/school/principals/spag/management/pages/media.aspx>

DET Guidelines for Using Social Media Policy

<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>

Findon Primary School ICT Policy (website)