



TAS Chaplaincy
Hope for the future

SU Tasmania Social Media Use Policy

Background

Social networking tools (such as Facebook, Google+ and other new forms of electronic communication) have become one of the most popular forms of communication amongst people of all ages. They can provide staff and volunteers with an easy way to stay in touch with people, and also offer pastoral care to those more comfortable in that setting. Details about upcoming events can also be distributed quickly, effectively and with next to no financial cost.

Such tools also present potential problems. The appropriate use of this method of communication is critical. Minors do not necessarily respect relational boundaries and therefore Staff/Volunteers need to act as the responsible adult.

SU Tas specifically discourages the use of Snapchat, Chat Roulette, Flickr, Tumblr, Vine, Wanelo, Kik Messenger, Ooovoo, Pheed, Ask.fm etc for use in a school/ministry setting. These sites have much higher risks associated with them and are unsuitable for interacting with students/participants.

Risks associated with Social Media

- Blurring the work/home life boundaries
- Liability/responsibility out of work hours
- Young participants / students viewing inappropriate personal material on a staff / volunteer's personal page
- Participants defaming other participants.
- The possibility of cyber bullying
- Breaches of privacy laws through images being displayed without permission
- Threat of cyber predator behaviour leading to serious crime
- Photographs, comments etc posted in the public domain can potentially remain forever
- Predators masquerading as 'friends'
Children/Students can be potentially criminalised through the use of Facebook sexting (implicated in criminal activity)

Principles

- Staff/Volunteers must be above reproach at all times (see SU Tas code of conduct)
- Perception is often as important as reality. We must appear to be doing the right thing as well as actually doing the right thing.
- It is in breach of privacy laws to post photos from SU events/programs on websites without written permission from all of the people who appear in the photos - this includes websites and Facebook, Instagram and MySpace etc.
- In the case of minors, permission for those pictured must come from the school and/or parent/guardian

Social Media Policy

Personal Pages

- Images of minors (from your school/camp) **must not** be posted on your personal page (Facebook, Instagram or blog etc).
- Do not request that minors (under 18) become your friends on your personal social networking sites.
- If you are sent a request by a minor, reply in an appropriate way declining on the basis of SU Tas policy, not personal reasons.
- Take a snapshot at a particular date and document any current students/participants that are friends on your private page. If you have a number of students/participants as your friends on your personal page, **you are strongly encouraged to migrate these to a ministry/chaplaincy page as soon as possible.** If you interact with young people from multiple settings, create a page for each setting (eg a youth ministry page, a chaplaincy page etc).
- Constantly monitor your privacy settings - especially after Facebook updates.
- Remember that people classified as 'friends' have the ability to download and share your information with others. This includes posts, photos and videos.
- Consider your reputation, credibility or effectiveness as a Staff member/Volunteer when posting (photos or text) on your personal page. These are a permanent reflection on you.
- Criticizing other Staff/Volunteers, participants or Scripture Union on social networking sites is unhelpful and inappropriate. It is not the correct forum for this.
- Staff / Volunteers are discouraged from conversing with minors via one to one chats (messenger, MSN Chat, Google Hangouts etc). Use wall posts as a more transparent method. Note: if a chat is initiated by a minor, keep the conversation transparent ... guiding rule: only communicate what the minor's parents would be happy to read.
- Wherever possible, guide students/minors to interact via the appropriate Group/School page.

Camp and Event pages

- Photos and videos of participants must not be posted on personal pages
- Photos and videos of participants must only be posted to private pages owned and administered by the camp leadership and **never without documented consent.**
- The team should have two separate pages/sites - one for team members only and one for participants and team members.
- Directors and the core team should be administrators of both sites/pages, and monitor them on a regular basis.
- Pages should be set to the highest level of privacy and therefore all content should only be visible to members.
- Only current team members, SU Staff and participants should be accepted as members/friends on the participant's page.
- Any photos that are posted, with the above permission, are set to 'Friends Only' or other maximum private setting, so that they are not able to be viewed indiscriminately.

School and Event pages

- Facebook is only appropriate for high school and college students. Primary school chaplains are not to set up chaplaincy Facebook pages.
- Before setting up a school/chaplaincy Facebook page, permission must be granted in writing by the school.
- Use the specific Facebook Schools page. These have the appropriate safeguards and settings pre-set.
- It must be clear who is responsible for moderating the page
- Administration for the page must be shared by multiple staff, and up line managers must have access.
- Private messages exchanged through the page must be conducted in a way that complies with chaplaincy guidelines and in a way that can be monitored by a third party (eg multiple administrators)
- The page must only be accessed in work hours and while on campus.
- Children under the age of 13 are not allowed to participate in Facebook.

Posting Guidelines

You need to treat anything you put on the internet as PUBLIC. Even if it's in a managed setting like a private Facebook page. Ensure that you'd be happy for anyone to read your posts. This includes the principal / teachers, parents and students.

Be respectful always. Consider everything you post or make comment on. Always be encouraging and never encourage gossip.

Remove details. The privacy of those you're working with is paramount. Make sure that no one can be identified from anything you post.