

College Social Media Guidelines

Parents



Beaconhills
College

The Beaconhills College official social media accounts are administered by the marketing department and are as follows:

- Facebook (College)
- Facebook (alumni)
- Instagram (College)
- Twitter
- LinkedIn
- Youtube
- Google+

Any other social media accounts (ie Junior School class Facebook pages) are not official Beaconhills accounts and therefore should contain no College branding.

Many Beaconhills parents use social media to connect with each other and share ideas, for example through Facebook Junior School class pages or the Beaconhills parent community page.

Photographing/publishing images of students

The marketing department ensures that all parents have given written consent, via myDetails (<https://portal.beaconhills.vic.edu.au/mydetails/>), for publication of any student image used in the College's official social media channels.

The consent relates only to Beaconhills College marketing purposes (including media). It does not permit the College to supply photos or videos to a third party. For example, we will never supply images of students to third parties for commercial use, without first contacting parents for their consent.

For this reason, Beaconhills College is unable to provide you with photos or videos taken during school events, excursions or camps on or off-campus, unless only just your child is pictured.

The College also discourages parents from filming or photographing groups of students at school events and to be aware of the legal implications of publishing photos of children without their parents' consent.

Your legal obligations

When you are publishing on social media, you have exactly the same legal obligations as the publisher of a newspaper or magazine. If you defame someone, you can be sued - potentially for a large sum of money.

A defamatory post is one which identifies a person or people and:

- lowers that person's reputation in the eyes of a reasonable person
- leads people to ridicule, avoid or despise that person or
- injures that person's reputation in business, trade or profession.

It doesn't matter whether you have created the post or shared it, the same rules apply. We encourage everyone in our community to strive to be a positive digital citizen.

Further information:

<https://www.beaconhills.vic.edu.au/belearning/usage-agreement/>
<https://esafety.gov.au/>