St Andrew's College
Social Media
Guidelines (for Students)

St Andrew's College recognises the vested role social media has in modern society and the opportunities it can provide ākonga to learn, engage, communicate and develop skills that equip them for both personal and professional endeavours.

It is important the College understands social media use amongst young people to best implement guidelines that safeguard the reputation of our students and the College.

This document aims to clearly communicate the College's social media use guidelines, as detailed below, which students are expected to adhere to. These guidelines are designed to recognise the role social media plays in our students' lives and aid the benefits it can have in building community, while also mitigating the risks it can have on reputation, future endeavours and well-being.

These guidelines cover three key sections as well as appendices:

- Section A: *Your Approach to Social Media as a St Andrew's College Student*
- Section B: *St Andrew's College Social Media Rules*
- Section C: *College Related Social Media Accounts/ Groups Rules*
- Appendices A: *Important terms used in this document*
- Appendices B: *Accounts/Groups Categorisation Table*

Upon enrolment, students agree to follow the guidelines detailed below. If students breach the Social Media Guidelines, disciplinary action will be taken.

Please see the **Social Media Policy Definitions** document for clarity around the terms used in this policy. If you require any further clarification, please contact the Communications Department.

SECTION A:

Your Approach to Social Media as a St Andrew's College Student

1. **Approach Social Media with Vigilance and Common Sense**

a. **Be mindful that everything you post on social media, whether publicly or privately shared, can reach audiences further than intended**. Do not assume that your privacy settings will protect you. It is important to remember that people can surprise you, even if you trust them, and use content you have shared in confidence to hurt you. In this process, your content can be taken out of context, manipulated, and amplified in ways you can no longer control.

b. **Do not post anything you would not be comfortable showing a future employer**. Social media content can last forever, and unfortunately, content that does not paint people in their best light tends to have the longest life. A good rule of thumb to follow, even if posting to a private group or account, is to only share content you are comfortable showing your teachers and future employers. Unfortunately, situations can change and people you may think you can trust with private content may not feel that way forever.

c. **Always assume every comment you make can be seen publicly**. It can be easy to get caught up in social media and the disconnect it makes people feel from their words, leaving people to make remarks they might not always be proud to stand by a few hours later, particularly if there are consequences to those words. For this reason, you should only comment on things if you are being respectful, positive, and considerate – again, assume that these can and will be traced back to you in future employment, opportunities, and education.

d. **Do not share private and personal information**. This includes phone numbers, addresses, birth dates, personal schedules etc.

e. **Do not be indecent or obscene**.

2. Remember Legalities with your Social Media Use

a. **Ensure any digital communication you post or send does not have the potential to cause harm**. As per the Harmful Digital Communications Act 2015, you may be considered to have legally committed an offense if you cause harm through digital communication you post/send, which includes racist, sexist, xenophobic, religiously intolerant comments, as well as comments relating to disabilities, ethnicity or sexual orientation.

b. **Do not post photos and/or videos without people's consent**. Even if you believe it is with friends and in good fun, the person on the receiving end may have a different experience. This could result in legal issues if they choose to take further action.

c. **Report and stand against cyberbullying**. Cyberbullying can come in many forms including harassing, impersonating, outing, tricking, excluding, and cyberstalking – none of which are tolerated. Cyberbullying is also an offense that can have legal repercussions. Do not engage in any behaviours that are or could be mistaken for cyberbullying. If you are aware of any cyberbullying occurring, report it or tell a trusted adult.

d. **Do not make false allegations**. Making false allegations can have legal ramifications for the perpetrator, as per the Harmful Digital Communications Act 2015.

SECTION B:
St Andrew's College Social Media Rules

1. **Students cannot make posts in school uniform or on the College campus on publicly viewable accounts or groups** (including (but not limited to) the following platforms: Instagram, Snapchat, TikTok, Facebook, X (formerly known as Twitter), BeReal etc.);

2. **Students cannot make posts in school uniform or on the College campus on private accounts if inappropriate activities also exist on the account or group**.

Inappropriate activities include but are not limited to:

  – inappropriate language;
  – inappropriate activities;
  – inappropriate imagery;
  – bullying or harassment (or content that may be taken as such from an unrelated party);
  – hate speech or symbols;
  – prohibited substances;
  – offensive content;
  – false information;
  – songs with inappropriate lyrics;
  – inappropriate dances, etc..

3. Without express knowledge and permission granted to the St Andrew's College Communications Department, in accordance with the 'College Related Social Media Accounts/Groups Rules' (located in Section C), **students are prohibited from creating or playing any part in the management or administration of accounts or groups (legitimate, illegitimate, parody, etc.)** that use St Andrew's College Intellectual Property (including but not limited to the St Andrew's College name, imagery, logo, brand, or reference the College in any capacity).

4. **Students are not to post any inappropriate content on any College related accounts** (public or private). Inappropriate content includes but is not limited to:

  – inappropriate language;
  – inappropriate activities;
  – inappropriate imagery;
  – bullying or harassment (or content that may be taken as such from an unrelated party);
  – hate speech or symbols;
  – prohibited substances;
  – offensive content;
  – false information;
  – songs with inappropriate lyrics;
  – intellectual property violation (e.g. using elements of the College brand without permission).

SECTION C:

College Related Social Media Account/Group Rules

If you wish to create a social media group or account related to the College, please see the processes detailed below (please note the process is different depending on which group you are wanting to create one for). **Please note: Failing to follow the requirements detailed below may result in disciplinary action**.

There are three rules (found below) which apply to all College related social media accounts/group, as well as unique requirements for different group types.

Rules all College Related Social Media Accounts/ Groups Must Follow:

1. **The content posted on the account/group must be appropriate**. Please see Section B (4) for examples of inappropriate content. *This is done to minimise negative implications for students and the College.*

2. **The Communications Department must have all up-to-date account log in/group details at all times**. Please note it is the responsibility of the student(s) and/or staff member(s) who put the proposal forward to create the group/account, to ensure access for the Communications Department, including advising any changes to login details (the person responsible for this may be different to the people/person that currently runs or has access to the account). *This is done to ensure the Communications Department have constant access to the account/group in case the terms of creating and running an account/group are breached, and/or individual posts, comments, or the account itself needs to be deleted.*

3. **The Communications Department must have a current list of all users who have access to the account, at all times**. *This is done to ensure those who run the account are held responsible for any wrongdoing that occurs. This comes with a level of responsibility which must be agreed to if you are to have a College related account.*

4. **All students that are members of a Level 2 group (club, specific cultural group, specific sports team, committee, class/form) must be included in the account/group if they wish to be**. *This is essential to ensure inclusion of all members and to ensure the account/group is functioning as per it's intended purpose – as a community building tool for ALL rather than only SOME group members.*

PROCESSES FOR CREATING A COLLEGE RELATED ACCOUNT/GROUP

Level 1 Account/Group: Please see the following instructions if you want to create an account or group for a: **department/faculty, sports code, cultural activity** or **subject** (examples of what these categories include can be found in Appendices B: Accounts/Groups Categorisation Table):

1. **Proposal to create an account/group must be submitted to the Communications Department**. *This is done to help determine the purpose of the account, understand the content in which would be posted and to then conclude whether a new social media account or group is fit for the intended purpose.*

2. **Must have one or more dedicated staff member(s) that agree(s) to be responsible for the account set up and management (students are not to have direct access to the account)**. *This is done to help alleviate the pressure and responsibility that comes with running a publicly branded account from our ākonga. It is also done to ensure there is constant oversight and awareness of what is being posted on the group/account by a staff member to best protect the College.*

3. **If students wish to post on the account, they must send content to a Teacher in Charge (TIC) of the account to post it on their behalf**. *This is done so our teachers can review the content before it is posted. This helps to ensure the quality and appropriateness of content posted on an official College account/group.*

Level 2 Account/Group: Please see the following instructions if you want to create an account or group for a: **club, specific cultural group, specific sports team, committee, class/form** (examples of what these categories include can be found in Appendices B):

1. **Proposal to create an account/group must be submitted to the Communications Department**. *This is done to help determine the purpose of the account, understand the content in which would be posted and to then conclude whether a new social media account or group is fit for the intended purpose;*

2. **Must have one or more dedicated staff member(s) that agree(s) to setting up, managing and overseeing the account/group. The approved staff member should either sign off content prior to posting or actively monitor each post as they are made, ensuring they are appropriate and adhere**

to guidelines, and promptly delete content that does not fit in with guidelines. *This is done to help oversee the content that is being posted on an account associated with the College. It is a privilege to run a social media account that is associated to the College and should be treated as such. If this privilege is abused (i.e. inappropriate content is posted), there will be consequences. This helps to avoid content being posted that should not be, while also allowing our students more responsibility when the stakes are smaller in a private group/community.*

3. The account/group must be private and the only people that should be following it include family, friends and supporters of the group, that must know at least one current group member personally (i.e. not a friend of a friend). *This helps to protect the privacy of the group and group members, particularly if it is being used to share details such as performance/games/ event times, days and locations. It also ensures the group is being used appropriately and for the intended purpose.*

Exception to the rules above: If you create an account/ group for a specific club, cultural group, sports team etc. that is closed and doesn't include any public-facing or private-facing ties to the College (i.e. not in the name/ handle, profile image, bio/description, no reference to the College in any of the posts, no imagery of anything College-related (including uniform, campus, logos etc.), you may create a private group/account without the need for a teacher to oversee).

SECTION D:

Breaching Social Media Guidelines

Any breach of the guidelines detailed in Section A, Section B or Section C will see disciplinary action, which may include (depending on the degree of severity and repetition of offense):

– detention;
– suspension;
– expulsion;
– removal of leadership position;
– note on permanent record.

APPENDICES A:
Important terms used in this document

Social Media: Refers to online platforms, digital platforms and websites that allow users to create, share, and interact with content, including but not limited to Facebook, Snapchat, Reddit, X, Instagram, TikTok, BeReal, LinkedIn, and YouTube.

Social Media Guidelines: A set of guidelines and rules that outline acceptable and expected behaviour of individuals when using social media platforms.

Intellectual Property: Refers to legal rights that protect original works of authorship, including but not limited to images, videos, written content, and logos. It is important to respect and adhere to copyright laws when using content on social media platforms.

College Related Accounts/Groups/Content: Refers to any social media account, group, or content that is directly connected to, mentions St Andrew's College or is visually connected to St Andrew's College in any form. This includes accounts that are officially associated with the College, as well as accounts created by individuals or groups that are affiliated with or associated with the College in any capacity.

Sports Code: Refers to the broad and general categories of sports within which individual teams or specific sports activities fall. It encompasses the main sport categories including but not limited to Hockey, Rugby and Fencing. The term 'Sports Code' is used to distinguish these overarching sport categories from the specific teams or activities within them.

Subjects: This term refers to the different subject groups offered at the College, which may or may not be available across multiple year levels. Subjects encompass a wide range of academic disciplines and areas of study offered at the College as timetabled subjects, including but not limited to Spanish, Biology, Art, Photography, and more.

Cultural Activities: Refers to the Cultural Activities on offer at St Andrew's College as extra-curricular options. Cultural Activities include but are not limited to Dance, Music, Māori and Pasifika Club, The Ballet Academy.

Clubs: Refers to official clubs on offer at the College that students can join. Includes but not limited to International Club and TeenAg Club.

Class and/or Form: Refers to specific form groups or specific subject classes. Includes but not limited to 12JWI, Year 9 Food Technology, Year 13 English (Stream 1).

Specific Sports Teams: Refers to specific sports teams within a sports code (competitive or social). Includes but not limited to Senior C Netball Team, Junior A Futsal Team.

Specific Cultural Groups: Refers to specific cultural groups that may sit under overarching cultural activities categories. Includes but not limited to VOX16, Jazz Big Band.

Committees: Refers to student committees. Includes, but not limited to, Community Service Committee, Semi-formal Committee.

Any non-official College Group: Groups created by students that include St Andrew's College students that to not reflect any official group or structure within St Andrew's College. Includes but not limited to social groups created and coined by students themselves.

Wider School/Year Level Groups: Refers to year groups or groups year groups. Includes but not limited to Year 9, Year 11, Year 13, Middle School, Senior College.

APPENDICES B:
Accounts/Groups Categorisation

LEVEL 1 Accounts/Groups Category

A Sports Code
Examples: Tennis, Rowing, Rugby

Department/Faculty
Examples: Social Studies, Science

Subjects
Examples: Biology, Physical Education

Cultural Activities
Examples: Dance, Māori and Pasifika Club, The Ballet Academy

LEVEL 2 Accounts/Groups Category

Clubs
Examples: International Club, TeenAg

Class and/or Form
Examples: 12JWI, Year 9 Food Technology, Year 13 English (Stream 1)

Specific Sports Teams
Examples: Senior C Netball Team, Junior A Futsal Team

Specific Cultural Groups
Examples: VOX16, Jazz Big Band, Bright Star Production Cast and Crew

Committees
Examples: Community Service Committee, Semi-formal Committee

Any Non-official College Group
Examples: Social Groups (coined by students)

Wider School/Year Level Groups
Examples: Year 9, Year 11, Year 13, Middle School, Senior College

Please note there are a few exceptions to these rules of categorisation based on historical existence or relevance in the College.

If you have any questions as to which category your group falls into, please contact the Communications Department on comms@stac.school.nz, for clarification.