

# Marketing and Communications Key Process Statement

## Overview

This process is designed to ensure quality-assurance and accessibility of the branding message that Whyalla Secondary College (WSC) distributes to the community in line with our vision, values and priorities. It also ensures accurate and timely information is communicated to stakeholders regarding events, good news stories, school operations and other mandated requirements.

## Detail

Whyalla Secondary College's brand should communicate student achievement, teacher and leader quality, extra-curricular activities, innovation, and partnerships to increase community pride and attract or retain students.

Information must be targeted to the needs of the respective audience(s). It must be reliable, concise, consistent and to the standards expected within any of Department for Education publication in line with the [Department's Writing Style Guide](#). All promotions must follow WSC's branding guidelines to ensure a consistent and cohesive image for the school.

There are significant quality-assurance, safety, privacy and appropriate conduct requirements when distributing and posting promotional materials. All staff must be aware of these requirements.

## Key Promotional Resources

### Platforms

- [Facebook](#) (minimum 2 posts per week)
- [Instagram](#) (minimum 2 posts per week)
- [School Website](#) (updated twice a term)
- Newsletters (twice a term)

### Promotional Materials

- Curriculum Guide
- Information Guide
- Event Flyers
- Transition materials
- Subject Recommendation Booklet
- Digital Displays

### Accessibility

All promotions must be accessible so that everyone can use it. This includes older Australians, people with a disability, and those who are born overseas or have low literacy skills. All promotions:

- use easily distinguishable colours
- work for people using assistive technologies
- display on a range of devices, such as mobile phones and desktop computers or printed for those without access to technology
- are written in simple English without jargon or complex wording.

All new government websites, including school websites, must comply with the Department for Education online accessibility policy.

### Appropriate Conduct in Promotional Materials

When creating or posting to a social media platform that officially represents the school, staff must:

- be aware of the specific social media channels and etiquette, and understand the views and feelings of the target community
- ensure all material published is respectful of all individuals, the department and the specific social media site

- not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, a breach of a court suppression order, or is otherwise unlawful
- ensure that all content published is accurate and not misleading
- ensure all information posted or comments made on government policy:
  - is appropriate to the individual's area of expertise and authority
  - remains politically neutral
  - does not breach the Code of Ethics for the South Australian Public Sector
  - does not breach any confidentiality guidelines
  - is not the first or a significant announcement on a topic (unless specific permission has been given).
- respect copyright laws and attribute work to the original source wherever possible
- protect personal details (Captions of student images posted online can only include their first name. Full names of students cannot be published online. Care must be taken not to reveal a student's personal information. If a student's full or last name is visible on their clothing, the image must be taken so as to avoid this information.)
- use government branding in accordance with the [Government of South Australia branding guidelines](#)
- ensure any young people involved understand the rules of operation of each social media site and measures are in place to protect them from any potential risks.

Schools and preschools should not endorse companies, products, opinions or causes unless an official endorsement already exists. For guidance on this issue, refer to the [DPC Circular 023: Private Sector Endorsements on Government Public Communications](#).

### **Process and Agreement Reviews**

Local processes, user agreements and protocols should be reviewed annually, or as conditions of use or licensing arrangements change. Social media platforms are dynamic and terms of use and licensing may change without notice.

### **Safety and Privacy**

Incorporating new and emerging media into development and learning is important to enable our young people to learn how to navigate their global community. When staff introduce young people to any new media, they must ensure to the best of their abilities, that their safety is protected. When introducing social media, school and preschool leaders must set up processes that enable discussions and strategies to help young people use social networking tools effectively and safely.

### **Media Consent**

If you are using images, voice, performance or creative work of students, or a member of the community, including employees, you must obtain a signed consent form from the parents/carers before using the content. Children under Court Orders where contact between a child and another person, including a family member may be unlawful, e.g. children under the Guardianship of the Minister, children subject to a Witness Protection Order, children subject to a Family Court Order are not to be posted to any social media platforms.

If you have the appropriate permissions and authority and have met child protection obligations, you can post photos and videos as well as share news, sports carnivals, parent-teacher evenings and make announcements.

Still/moving images or audio recordings of students must be taken using Department equipment. They cannot be taken on personal equipment or kept in personal locations such as car or home that have not been authorised by the principal.

### **[Website](#)**

Mandated Requirements Optional School Operation Information

- External School Review Report
- Annual School Report – updated by March 30 every year
- School Improvement Plan – updated at the beginning of each year

- smarter schools national partnership plan (if applicable)
- Key local policies such as attendance, uniform and behaviour management
- Information about online payment options should be simple to find. Provide a clear link to the system you use (eg CBA Bpoint) and make sure any instructions are clear and straightforward.
- A parent feedback and complaints button must appear on your school website homepage or footer. The button should link to the centrally managed feedback and complaints page on the Department's website.
- School contact details:
  - Leader's name
  - School phone number
  - Info DL email address
  - Street address of school and a link to an online map
  - Postal address (if different to school address)

### **Responding to Comments**

You will need time to moderate and reply to feedback and questions, and the more activity that occurs on the site, the more time this will take.

There are various technical skills and knowledge needed by the Promotions and Social Media Administrator. They should:

- be familiar with social networks and how they work
- have an understanding of the code of conduct, and ethical and professional behaviours
- have the authority to respond to feedback and enquiries
- know when to seek advice from others, e.g. about content of response, how to respond, or legal and ethical advice
- know when to escalate the matter for response by leadership
- be confident in uploading or linking to files
- know how to link to other online content such as web pages, videos and images.

### **Moderating Content**

The aim of social media is to promote conversation. Moderation is not about removing comments and content that you don't like or that you disagree with, it's about ensuring content is relevant, on-topic and respectful.

As a guide, content should be removed that:

- is abusive, offensive in nature or contains offensive language
- is bullying, harassing, defaming or giving offence to other people
- contains personal or cultural attacks or insults
- promotes hate of any kind
- is potentially libellous or defamatory
- is off-topic or spam
- contains plagiarised material
- contains commercial content
- is unauthorised copyright material
- is detrimental in any way.

Inappropriate content includes any content that could be seen as:

- pornographic, obscene or offensive
- harassment (racial, religious, sexual orientation, physical characteristics, gender, ability, disability, economic status)
- impersonating by using another person's online profile to access social networking
- intimidation or threatening behaviour.

Role	Responsibilities
Principals, Deputy Principal, Assistant Principal's, Line Managers, ICT coordinators	<ul style="list-style-type: none"> <li>• The executive team approves all social media activity.</li> <li>• Ensure that IT requirements for establishing social media activities and profiles are in place.</li> <li>• Broadly consult with the community affected by social media before establishing new media use.</li> <li>• Ensure cyber-safety use agreements are in place for all staff and students.</li> <li>• Provide relevant training to carers, teachers and young people who will be using social media.</li> <li>• Ensure protective practices are in place to safeguard carers, teachers and students.</li> <li>• Provide processes for staff and students to identify and report offensive online material or behaviour.</li> <li>• Act quickly to remedy issues when they arise and support staff and students through these processes.</li> <li>• Model best practice social media usage.</li> <li>• Ensure that IT access has appropriate safeguards in place to protect all students.</li> </ul>
Teaching Ancillary Staff	<ul style="list-style-type: none"> <li>• Ensure approval has been granted for social media activity from the executive team</li> <li>• Teach topics contained in keeping safe: child protection curriculum.</li> <li>• Teach strategies to maintain a positive online presence and protect identity.</li> <li>• Teach students how to identify and avoid inappropriate materials.</li> </ul>
Students	<ul style="list-style-type: none"> <li>• Follow the school's cyber-safety use agreement.</li> <li>• Avoid any involvement with material or activities that could put personal safety at risk, or the privacy, safety or security of the school or other members of the school community.</li> <li>• Apply cyber-safety strategies and instructions when using social media</li> </ul>

## Definitions

WSC – Whyalla Secondary College

## Appendices

Website Audit Procedure

Newsletter Procedure

[School Website Content Requirements School and preschool website content requirements](#)

[Department for Education Writing Style Guide](#)

[Digital Transformation Office Writing Style Guide](#)

[Social Media in Schools Policy Social media for schools and preschools policy](#)

[Social Media in Schools Guideline](#)

[Cyber Safety Resources](#)

[Acceptable Use of ICT in Schools Standard](#)

[ICT Security Standard](#)

[Social Media Policy SA Government](#)

[Consent to publish images and creative work of students and the community including consent forms](#)

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