



SOCIAL MEDIA PROCEDURE

POLICY DETAILS AND DOCUMENT MANAGEMENT

Author: Principal

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Policy Level		Dissemination	For Application	For Information
Board	☐	Board	☒	☐
School	☒	Executive Staff	☐	☐
		Administrators	☐	☐
Access		All Staff	☒	☐
Open	☒	Students	☒	☐
Restricted	☐	Public (Website)	☒	☐

REVISION HISTORY

Published	Version	Approved By	File Name
June 2025	1.0	School Board	Social Media Procedure
August 2026	2.0	School Board	Social Media Procedure

GENEALOGY

This Policy replaces:	Social Media Procedure V1
This Procedure sits under:	Student Images, Media and Emerging Technologies Policy
This Policy was cancelled and superseded by:	

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PURPOSE

This procedure provides practical guidance for staff who take, select and submit photographs or other media for publication on official ECCS social media channels and the school website. It implements the ECCS Student Images, Media and Emerging Technologies Policy by ensuring that public-facing media is purposeful, respectful, safe and consistent with the School's Christian ethos.

SCOPE

This procedure applies to ECCS staff who photograph or record School activities, select images for public use, prepare captions or descriptions, or submit content for publication. It applies to School events and activities both on and off campus.

KEY PRINCIPLES

- Student safety, dignity and privacy take priority over promotional value.
- Parent/carer media consent is required for identifiable student images, but consent alone does not mean an image should be published.
- Public social media requires greater caution than restricted School communication platforms.
- ECCS will minimise unnecessary identifying information and avoid routinely pairing a clearly identifiable student image with a full name.
- Group, activity and less-identifiable images should be preferred where they tell the story effectively.
- Students should not ordinarily be required to be photographed where they express reasonable discomfort.
- Only authorised staff may publish content through official ECCS social media accounts.

1. PROCEDURES

1.1 BEFORE TAKING PHOTOS

Before intentionally photographing students for social media or other public-facing use, staff should:

- identify the legitimate School purpose for the photographs and the likely publication channel;
- check, or have reasonable access to, current media-consent information and be aware of students who must not appear in public-facing images;
- where appropriate, tell students why photographs are being taken and respect a reasonable request not to participate;
- use a School-managed device where reasonably practicable; and
- avoid taking photographs in toilets, change areas, medical treatment spaces, counselling settings or other locations where students have a heightened expectation of privacy.

Where a personal device is authorised or necessarily used, the images must be transferred promptly to an appropriate School-managed system (TEAMS, OneDrive) and not retained unnecessarily on the personal device or in personal cloud storage.

1.2 TAKING SAFE AND APPROPRIATE PHOTOS

When taking photographs, staff should aim to show learning, participation, relationships and School life without collecting or exposing more personal information than is necessary.

1.2.1 Preferred approach

- Capture students actively engaged in learning, service, sport, performance or community activities.
- Where practical, take a mix of portrait and landscape images. Portrait/vertical images are often useful for social media, while landscape images provide flexibility for the website, blog and publications.

- Prefer group, activity, wider-angle or less-identifiable images where these communicate the purpose effectively.
- Use close-up portraits selectively rather than as the default style for public social media.
- Ensure students are presented respectfully and in a way consistent with ECCS values and Christian character.
- Check uniforms, clothing, posture and the overall context before taking or submitting an image.

1.2.2 Check the background

Before taking the photo, scan the whole frame. Avoid capturing unnecessary identifying or sensitive information such as:

- student surnames, name tags or identification cards;
- class lists, medical information, behaviour records or counselling information;
- computer screens, assessment results, passwords or personal messages;
- home addresses, personal contact details or vehicle registration plates;
- timetables or information showing a student's regular movements; or
- students who do not have the required media consent.

1.2.3 Do not use photos that

- show a student distressed, injured, receiving medical care, being disciplined or in another sensitive situation;
- could reasonably embarrass, ridicule or undermine the dignity of a student;
- show unsafe conduct or create a misleading impression about School practices;
- unnecessarily disclose a precise current or future student location; or
- would be inappropriate if viewed outside the immediate context of the event.

1.3 SELECTING PHOTOS FOR SUBMISSION

After a significant School event or activity, the staff member responsible should select 2-4 photographs that best represent the event. Before submitting each image, apply the following test:

Purpose	Does this image add genuine value to the story we are telling?
Consent	Does every identifiable student have current consent for this type of public use?
Identification	Does the image or caption reveal more identifying information than is necessary?
Context	Is the student presented respectfully and without sensitive or embarrassing information?
Location / timing	Could the post unnecessarily reveal a student's current, future or regular location?
Overall risk	Would we still be comfortable with this image being copied, shared or remaining online beyond our control?

If there is uncertainty about any of these questions, select a different image or seek advice from the Social Media Coordinator or a line manager.

1.4 CAPTIONS, NAMES AND LOCATION INFORMATION

- Captions should normally identify the activity, class or year group rather than individual students.
- Do not use student surnames on public social media.
- If naming an individual student adds genuine value, use first name only and ensure the image, context and consent remain appropriate.

- Do not include personal, medical, family, behavioural or other sensitive information.
- Do not add unnecessary geotags or precise location information.
- For camps, excursions or off-site activities, avoid posts that unnecessarily disclose live student movements. Where practical, post after the activity or once students have left the location.

1.5 WRITING THE EVENT DESCRIPTION

Submit a short description of 1-4 sentences. It should be succinct, written in plain English, positive and informative, and focused on what students did, learned or demonstrated.

A useful structure is:

- name the event or activity;
- describe the learning, participation or achievement;
- highlight an ECCS value, Christian character, teamwork, service or other meaningful outcome where relevant; and
- finish with a brief warm statement if appropriate.

Examples

- *"Year 3 students explored community roles during our HASS Expo. Through displays and practical activities, students considered the many ways people serve and contribute to their communities."*
- *"Our Secondary students worked collaboratively during STEM Day, combining creativity, problem-solving and teamwork to test their designs."*
- *Avoid captions that unnecessarily identify individual students. For example, prefer "Students planting herbs in the ECCS garden during their sustainability unit" rather than naming each student shown.*

1.6 IMAGE EDITING, AI AND EMERGING TECHNOLOGIES

- Ordinary editing such as cropping, straightening, resizing and basic colour or brightness adjustment is acceptable where it does not materially misrepresent a person.
- Do not upload identifiable student photographs, video or voice recordings to generative AI tools for editing, enhancement, image generation, face replacement or other processing unless specifically authorised by the School.
- Do not use face swaps, generative fill, AI avatars, synthetic voices, deepfakes or other alterations that could misrepresent a student, staff member or School event.
- Any proposed use of drones, smart glasses, wearable cameras or other emerging recording technologies involving students requires prior authorisation in accordance with the overarching policy.

1.7 SUBMITTING CONTENT

As soon as practicable after the event, the responsible staff member should:

- select 2-4 suitable, high-quality photographs;
- complete the safeguarding and consent checks in this procedure;
- write the accompanying 1-4 sentence description;
- for pictures that don't readily identify students (distant, group, rear facing), submit the original/highest-resolution available images;
- for close up or portrait pictures, submit web-standard low-resolution (maximum 72DPI) images; and
- email the photographs and description to the Social Media Coordinator at makiyama@eccs.wa.edu.au.

Where a personal device was necessarily used, transfer the selected images promptly and remove School images from the device and personal cloud storage as soon as practicable after confirming successful transfer.

1.8 EDITORIAL REVIEW AND PUBLICATION

The Social Media Coordinator will review all submitted content before publication. This review includes:

- confirming that media consent requirements are satisfied;
- considering the purpose, identification, context, location/timing and overall safeguarding risk;
- checking that captions minimise unnecessary personal information;
- editing wording for clarity, consistency and alignment with ECCS messaging and values;
- checking that unnecessary location tagging or sensitive background information is not included;
- editing of image resolution where necessary; and
- selecting the most appropriate publication timing and platform.

Submission does not guarantee publication. An image may be declined even where consent exists if the School considers that publication would create an unnecessary privacy, safeguarding, reputational or other risk.

1.9 PERSONAL SOCIAL MEDIA ACCOUNTS

Staff must not publish identifiable School-related student images, recordings or information to personal social media accounts without prior approval from the Principal. Personal social media and private messaging must not be used as an alternative to approved School communication channels for individual communication with students.

1.10 REPORTING MISUSE OR CONCERNS

Staff who become aware of an unauthorised School-related account, misuse of student or staff images, impersonation, manipulated imagery, deepfakes or other harmful media should report the matter promptly to a line manager, the Social Media Coordinator or the Principal.

Where intimate or sexualised imagery involving a child is suspected, staff must not unnecessarily download, copy, forward or redistribute the material when reporting the concern.

2. RESPONSIBILITIES

2.1 EVENT COORDINATORS / TEACHING STAFF

- follow this procedure when taking, selecting and submitting images;
- verify media consent before submission;
- apply the public-image safeguarding test, not consent alone;
- use appropriate devices and manage images securely; and
- submit suitable content promptly after significant events.

2.2 SOCIAL MEDIA COORDINATOR

- review submissions for consent, safeguarding, privacy, quality and alignment with School values;
- edit captions and descriptions where required;
- select appropriate publication timing and platform;
- decline or refer higher-risk material where necessary; and
- publish approved content to authorised ECCS channels.

2.3 LINE MANAGERS / LEADERSHIP

- support staff to understand and apply the procedure;
- provide advice where staff are uncertain about an image or proposed post; and
- escalate significant concerns to the Principal where required.

3. COMPLIANCE AND MONITORING

Compliance with this procedure is the responsibility of all staff involved in taking, selecting, submitting or publishing School media. The Social Media Coordinator and leadership will monitor practice and address concerns where required.

This procedure should be reviewed annually, or earlier where there are significant changes to the ECCS Student Images, Media and Emerging Technologies Policy, School social media practices, relevant legislation, platform requirements or emerging technology risks.

4. REFERENCES

- ECCS Student Images, Media and Emerging Technologies Policy
- ECCS Privacy Policy
- ECCS Staff Code of Conduct
- ECCS Student Media Consent records
- Privacy Act 1988 (Cth)
- Australian Privacy Principles (APPs)
- Online Safety Act 2021 (Cth)
- eSafety Commissioner guidance relating to school imagery, online safety and AI-generated or manipulated media

APPENDIX 1 - SOCIAL MEDIA PHOTO AND SUBMISSION CHECKLIST

Use this checklist before submitting content. All items should be satisfied before an image is sent for public social media consideration.

Done	Check
☐	The image has a clear School purpose and adds value to the post.
☐	Every identifiable student has current consent for public/social media use.
☐	The student is presented respectfully and would reasonably be comfortable with the image.
☐	No sensitive or embarrassing context is shown.
☐	The background does not reveal surnames, IDs, screens, medical information, class lists, addresses or other unnecessary personal information.
☐	The post does not unnecessarily reveal a student's current, future or regular location.
☐	A group/activity or less-identifiable image has been used where it communicates the purpose effectively.
☐	Student surnames are not included; first names are used only where genuinely useful and appropriate.
☐	No generative AI tool has been used with an identifiable student image unless specifically authorised.
☐	A short 1-4 sentence description has been prepared.
☐	2-4 high-quality images are ready at the highest practical resolution.
☐	2-4 web-standard low-quality images are ready (maximum 72 DPI).
☐	Content is ready to email to the Social Media Coordinator at makiyama@eccs.wa.edu.au .

Submit completed content to the Social Media Coordinator: makiyama@eccs.wa.edu.au