



Social media establishment checklist for schools

Introduction

This checklist is designed to assist schools to assess the appropriateness and validity of establishing social media accounts. The checklist also highlights ongoing responsibilities in relation to [maintaining social media accounts](#).

Please circle 'yes' or 'no' to the following questions to assess suitability.

Social media accounts like Facebook need to be monitored after hours, on weekends and on holidays. Do you have one or more staff members prepared to do this?	Yes	No
Is the Social Media account for the entire school and not for separate areas, P&Cs or events such as a music program?	Yes	No
Do you have a generic email account that can be used to establish the account?	Yes	No
Have you gained consent for ALL individuals appearing in images/recordings using the latest State School Consent form? Note: The school/department has significant legal obligations in relation to privacy in the Education (General Provisions) Act 2006 and Information Privacy Act 2009 . The State School Consent form is part of the Obtaining and managing student and individual consent procedure.	Yes	No
Have you determined: <ul style="list-style-type: none"> Who will write the posts? The type of messages you want to post? Who will approve the posts? (Generally principal or delegate) 	Yes	No
Have you considered how you will respond to public posts on your page or comments on your posts (both negative and positive)? <ul style="list-style-type: none"> Who will give approval to respond to these posts? (Generally principal or delegate) 	Yes	No
Have you read the Social media for school and departmental promotion procedure ?	Yes	No
Has the staff, who will manage social media accounts for your school, completed the Introduction to social media management training ?	Yes	No
Have you read the Terms of Service on the nominated social media sites? Facebook Instagram Twitter YouTube LinkedIn	Yes	No

If you circled **'yes'** to all questions, it is **likely** that the proposal is acceptable.

If you circled **'no'** to any of the questions, then it is **unlikely** that the proposed social media account is acceptable, and further negotiations will be required to bring it into line with the policy. In this situation, Principals must seek advice from Strategic Communication and Engagement before establishing social media accounts

Contact:

Strategic Communication and Engagement

PH: 3328 6606

socialmedia.sce@qed.qld.gov.au

