

Leibler Yavneh College Media Policy

Vision

Our vision is to educate, inspire and advance the intellect and character of Torah and Israel-Inspired youth.

Mission

Yavneh will play a central role in the development of compassionate young people, imbued with humility and integrity, who are committed to Hashem; to the Torah, its values and mitzvot; and, to academic pursuits.

Purpose

This Policy enables the College to effectively manage interaction with the media. Communicating with the media informs the public of the work and policies of the College and is important for reputational management and achieving our strategic objectives.

1. Scope

This Policy applies to all College staff, including permanent/casual/contractors/prac students/volunteers and consultants, as well as students/families, all types of media (including, press, radio, television, social media, etc.) and all types of interaction, including verbal, written and electronic.

This policy does not apply to the personal use of media or social media where there is no identifiable connection with the College.

2. Policy

The College supports the right of its staff to engage in critical inquiry and robust and unfettered critical debate. In their exercise of academic freedom, staff and associates must at all times comply with the requirements for personal and professional behaviour in the Code of Conduct.

Regarding engagement with the media, staff, students/families and families, must defer all media enquiries, including those that cover their area of expertise, to the College spokesperson (the Principal) in the first instance.

Staff and students/families may make other public comments as long as the staff member or student/families makes it clear that they do not represent the College when making these comments.

All media enquiries to the College, including requests by and invitations to media to visit Yavneh campuses, must be referred in the first instance to the Marketing and Admissions Office. Where necessary, the College spokesperson (the Principal) will be briefed by the Marketing and Admissions Office to make public comment on all matters relating to the College. Media requests for information must be responded to with honesty, accuracy and in a prompt manner.

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All media engagement initiated by the College, including the issuing of media releases, is coordinated by the Marketing and Admissions Office. Staff and students/families must not initiate contact with the media unless authorised by a delegated officer.

Where issues of significant public interest or College policy are to be discussed in a public forum, employees must inform the Principal at least one week prior to the event. Employees should provide advance warning of the likelihood of contentious issues. Examples include ongoing public criticism of an issue, protests, conflict between stakeholders, and complaints. Alternatively, if in unforeseen circumstances, media has attended an event where comments or a presentation from an employee has been made, employees must advise the Principal as soon as possible.

The College recognises the use of and participation in social media to learn, advocate, collaborate, exchange and contribute information and ideas. Social media is recognised by the College as a key channel for remaining active, aware and fully engaged with its students, parents and community.

Use of social media by College staff and students, where there is a connection with the College, must comply with this and all relevant College policies and procedures. Use of social media will have a connection with the College in each of the following circumstances:

- a) if the social media account is established or used as an official College social media channel;
- b) if the social media is accessed using College information technology systems or equipment;
- c) if it is clear there is an affiliation between a staff member or student and the College on the site; or
- d) if the content of the social media is specifically about the College or its staff or students, in whole or in part.

When posting and commenting on social media platforms while having a connection with the College, staff and students/families are obliged to:

- a) be responsible for what they write and disseminate;
- b) respect their audience; and
- c) respect copyright.

Any activity which represents a failure to meet these obligations may be determined as misconduct or serious misconduct.

The College will authorise and maintain official social media accounts and channels according to specific criteria.

3. Personal Use

Personal use of social media accounts via the College's internet, intranet and extranet systems, by staff members must be in accordance with the College's [ICT policies](#).

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Staff and students who use social media sites in their private lives are responsible for the content of comments and posts on these sites. In accordance with the [Code of Conduct](#) and the [Student Code of Conduct](#), staff, associates and students of the College must not, when using media or social media sites for private purposes, bring the College into disrepute, and should take care to avoid activity that could damage their good standing with the College.

4. Approval of Official Social Media Sites

The Marketing and Admissions Office must approve official Yavneh social media sites and these sites must adhere to the College's branding guidelines.

Staff must attend training facilitated by the Marketing and Admissions Office before they will be authorised to manage official College social media sites. The training will cover topics such as content planning, moderation, escalation procedures and reporting requirements.

Staff wishing to create an official College social media site are required to complete the Social Media Channel Request prior to setting it up and must notify the Marketing and Admission office once the site has been set up. Administrator access to the site must also be shared with the Marketing and Admissions Office in case of emergency intervention.

5. Confidentiality and Privacy

Full student names are never given to the media, unless specific written authorisation is provided by the student's parent/guardian to do so. The standard way of identifying students in photos published in the media is first name, first initial (eg, Jacob B).

Certain information, including enrolment information, staff details, timetable information, policies under review and anything of a sensitive nature should be considered confidential. Confidential and/or sensitive information should never be shared with the media or on social media without proper authorisation.

6. Definitions

For the purpose of this Policy:

- a) media: traditional and new media including print, television, radio and online forums (including but not limited to news sites, comment boards, social networking sites, blogs, podcasts).
- b) social media: Internet and mobile-based channels and tools that allow users to interact, share opinions and content - via written comments, video or audio files - and encourage participation and engagement in building communities or networks (e.g. Facebook, Twitter, LinkedIn, Instagram and YouTube).
- c) social media account: a user profile established on a social media platform for the purpose of official social media use.
- d) Significant issue: Any local, state, or national issue that can be expected to generate substantial media interest.

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- e) Operational issues: Routine, non-contentious matters that do not involve comment on government policy.

7. Important Links

- [Bullying Policy](#)
- [Behaviour Education Policy](#) (Student Code of Conduct)
- [Yavneh Code of Conduct \(Staff\)](#)
- [Social Media Policy](#)
- [ICT Policy](#)
- [eSafety Commissioner](#)

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