

Montessori Aotearoa New Zealand (MANZ) Social Media and ICT Policy

Montessori Aotearoa New Zealand (MANZ) is engaged with social media for the purpose of positively raising the profile of Montessori in Aotearoa NZ and promoting MANZ professional development, the annual conference, exhibitors for conference, job positions and preferred suppliers. MANZ social media platforms include the website, LinkedIn, Facebook and Instagram. The objective of this policy is to allow MANZ to make best use of available ICT (including social media platforms) to manage the organisation and interact with our community while protecting everyone's safety and privacy.

Expectations

The Chief Executive (CE) and the Social Media Officer (SMO) are expected to demonstrate best practices and appropriate etiquette on social media with all articles and images used not breaching copyright law.

Posts and comments must:

- align to the principles of Montessori
- be relevant to the Montessori community
- be consistent with relevant MANZ policies
- be planned/aligned strategically in line with MANZ strategic and annual goals

Administrators

- The CE has the main administration rights on all MANZ social media platforms
- Administration rights are also held by the SMO and a delegated Council member of MANZ.
- All MANZ social media accounts must be associated with MANZ
- If an administrator's association with MANZ ends, they will be removed as an administrator
- Anyone wanting to establish a social media page that is associated with the MANZ must seek permission from the CE prior to doing so

Administrators are responsible for:

- monitoring posts/comments regularly
- documenting inappropriate posts/comments with a screenshot and removing it as soon as possible

All inappropriate postings/comments will be reported to the president by the CE.

Concerns/Complaints

Our social media platforms are a safe place for people to have constructive discussions.

We adhere to the mantra, "If you have positive feedback - tell everyone but if you have negative feedback, directly tell us!" We also refer any complaints or concerns to the *MANZ Complaint Policy*

Posts and comments must not:

- contain or link to misinformation, abusive content, bad language, attacks, or spam
- bully or insult others or the organisation
- contain identifiable images of tamariki or rangatahi face's (unless with relevant permission)

If you have a concern about a posting or a comment, please contact the Chief Executive ce@montessori.org.nz to voice this.

Should the CE deem a posting to be inappropriate (as defined above); the CE will

1. delete the post/comment.
2. private message/email the writer to ask them to clarify their comments and seek a resolution advising them of this policy in case they are not aware

Should a person persist after point 2 has been followed, they will be blocked from all MANZ social media platforms and this may result in termination of membership.

Staff or Council members Posting to Own Sites

These guidelines apply whether staff or council members are posting to their own sites or commenting on other sites.

Staff or Council members:

1. Must be professional in your use of online media, whether the usage is directly to do with MANZ or not.
2. If identifying affiliation to MANZ, conduct should be consistent with MANZ's policies. In the 'About' section of personal social media pages, include the text "views are my own".
3. Ensure good judgement in communications on social media.
4. Social media name, handle, URL or imagery, including profile pictures or images (shared as part of a post) should not include the MANZ's name or logo.
5. Respect copyrights and the Privacy Act at all times.
6. Facebook pages are personal property and as such MANZ maintains that staff keep their personal Facebook pages professional and appropriate. MANZ is NOT responsible for information that staff members choose to disclose on their personal Facebook pages.

In addition to the above, the following applies to MANZ staff members:

7. Staff will be provided with an individual user account which they will use to access work related ICT resources (including Google, Xero etc.). Users should not allow any other person access to any equipment/device logged in under their own user account, unless as part of authorised work.
8. Staff are strictly prohibited from illegally downloading any copyrighted content such as (but not limited to) movies, music or software on MANZ's laptops. Neither must they initiate access to, save, copy, show, or print inappropriate, objectionable and /or illegal material.
9. ICT must not be used to deliberately facilitate any illegal or inappropriate workplace behaviour. This includes electronic communication that could cause offence to others, harass or harm them, or put staff at potential risk.
10. Work, members or staff are not to be discussed on personal social media channels.
11. Ensure social media activity does not interfere with work commitments.
12. Staff that participate in online communication deemed not to be in the best interest of MANZ, its staff, employers, or members, regardless of whether this occurs inside or outside

of working hours, will be subject to disciplinary action. This online communication can include but is not limited to:

- Posts that damage the reputation of MANZ
- Posts that breach confidentiality
- Posts that are detrimental to an employee or employer's reputation
- Posts that reflect negative personal issues regarding MANZ, its employees or employers, or members.

Disciplinary action can include termination or other intervention deemed appropriate by Management, including reimbursement for compensation and costs from employees who infringe copyright.

Refer to Communication Policy - who can speak on behalf of MANZ policy