

BOB HAWKE COLLEGE PARENTS & CITIZENS' ASSOCIATION INC.

SOCIAL MEDIA SUB-COMMITTEE - TERMS OF REFERENCE

1. NAME

1.1 Bob Hawke College Parents & Citizens' Association Inc. – Social Media Sub-Committee.

2. PURPOSE

To manage and create media and communications content for the P&C to support the education and well-being of Bob Hawke College students.

3. MEMBERSHIP

- 3.1. Minimum of three (3) and a maximum of five (5) members, one of whom shall be a member of the P&C Executive Committee.
- 3.2. The President of the P&C shall be an ex officio member.
- 3.3. The members shall be appointed each year at the Annual General Meeting of the P&C Association by and from the financial and ex officio members of the P&C, or at a General Meeting. In the event of a position becoming vacant on the sub-committee, an election may be held at a P&C general meeting to fill the vacancy.
- 3.4. The sub-committee when formed, shall elect from its members a Convener and a Secretary.

4. RESPONSIBILITIES

Subject to direction of the P&C, the responsibilities of the Social Media Sub-Committee shall be to:

- 4.1. Create and manage accounts with Social Media platforms as approved by the P&C.
- 4.2. Post information to the Social Media platforms for the purpose of:
 - 4.2.1. Communicating news, information and issues to the school community;
 - 4.2.2. Organization and advertising of P&C run or financed events; and
 - 4.2.3. Advertising for the P&C.
- 4.3. Ensure that any and all Social Media accounts managed by the Sub-Committee are not used for any political messages, personal, religious or philosophical views.
- 4.4. Ensure comments posted by the Sub-Committee are professional in nature and portray the P&C and College in a positive and engaging manner.
- 4.5. Monitor posts and comments; ensure all posts and comments on Social Media accounts managed by the Sub-Committee are dealt with in a timely manner. At least once a day is recommended.
- 4.6. Ensure the Sub-Committee shall have final say on any posted item and may delete comments, without explanation, deemed not to be in the spirit of the P&C or college community.
- 4.7. Allow the President of the P&C to have final say on deletion of comments.
- 4.8. Follow the Guidelines produced by the WA Council of State Schools Organisation (WACSSO). Guidelines may be used as direction for the committee and both the Terms of Reference and Guidelines shall be posted on the Facebook page.
- 4.9. Ensure that, once a new Sub-Committee is elected, all editing permissions/passwords of all Social Media accounts managed by the Sub-Committee be transferred to the new Sub-committee within 5 business days from the date of election.
- 4.10. Ensure all images posted are authorised by the owner and have been consented for release.
- 4.11. Present proposed new Social Media platforms at a P&C General Meeting. The creation of an account on any new Social Media platforms must be approved by the P&C at a General Meeting.
- 4.12. Work with the school to align P&C social media and communications with school goals and branding.
- 4.13. Recruit volunteers to assist with communications, as necessary.
- 4.14. Provide a report at each General Meeting.

5. CODE OF CONDUCT

- 5.1. All users of Social Media accounts managed by the Sub-Committee must post, respond or comment on issues that relate to the P&C only.
- 5.2. All Sub-Committee users of Social Media accounts managed by the Sub-Committee must remain professional.
- 5.3. All users of Social Media accounts managed by the Sub-Committee must not post any personal information or discuss topics of a personal/private nature.
- 5.4. All users of Social Media accounts managed by the Sub-Committee must not post defamatory or derogatory comments.
- 5.5. Swearing, obscene or abusive language is not permitted.
- 5.6. No comments shall be posted regarding the operation, administration or teaching issues at the college.
- 5.7. Rude or obscene photographs (or links to photographs) shall not be posted.
- 5.8. Derogatory, defamatory, confrontational or incorrect information relating to a P&C Committee member, executive position, or employee, or any college staff member should not be discussed in the Social Media forums.
- 5.9. By using all Social Media accounts managed by the Sub-Committee, you also agree to comply with terms of use of the Social Media platform, including its privacy policy.

6. DUTIES OF CONVENER

- 6.1. The Convener, when present, shall preside at all meetings of the Sub-Committee. In the event of the Convener being absent, the meeting shall elect a chairperson for the occasion.
- 6.2. The Convener shall ensure that a written report/minutes of the activities of the Sub-Committee is presented to all General Meetings of the P&C (or Executive Committee meeting) and at such times as directed by the General Meetings of the P&C.

7. DUTIES OF THE SECRETARY

- 7.1. The Secretary shall have custody of the documents of the Sub-Committee and shall maintain accurate minutes of Sub-Committee meetings.
- 7.2. These documents and records shall be made available to the P&C as required.

8. DUTIES OF THE SUB-COMMITTEE MEMBERS

- 8.1. The Sub-Committee members will work with the Convenor and Secretary to achieve the objectives of the Sub-Committee.

9. MEETINGS

- 9.1. Meetings shall be scheduled at times and locations determined by the Sub-Committee, provided at least 48 hours' notice is given.
- 9.2. It is desirable to meet just prior to a General Meeting of the P&C to enable a report to be prepared.

10. QUORUM

- 10.1.A quorum shall comprise 50% + 1 (one) of the current membership of the Sub-Committee.

11. VOTING

- 11.1. All Sub-Committee members and ex officio members shall be entitled to one vote on a given resolution at a meeting.
- 11.2. Voting shall be undertaken by show of hands.

12. ALTERATION TO RULES

- 12.1. Any proposed amendments to these rules must be approved at a General Meeting of the P&C.

13. APPROVALS AND REGULATIONS

- 13.1. All events and activities must adhere with legal requirements.