

Queen
Margaret
College

PROGRESSIVE, IT'S OUR TRADITION

STUDENT SOCIAL MEDIA GUIDELINES 2026



Queen Margaret College Social Media Guidelines (For Students)

This document aims to clearly communicate QMC's social media use guidelines, which students are expected to adhere to. These guidelines are designed to recognise the role social media plays in our lives and aid the benefits it can have in building community, while also mitigating the risks it can have on reputation, future endeavours and our wellbeing.

These guidelines relate to private or publicly viewable accounts or groups including (but not limited to) the following platforms: Instagram, Snapchat, TikTok, Facebook/Messenger, X (formerly known as Twitter), What's App, YouTube, LinkedIn etc...

Any breach of these guidelines may lead to restorative conversations and/or disciplinary action, which may include (depending on the degree of severity and repetition of offence): detention, standdown, suspension, exclusion/expulsion, removal of leadership position, note on permanent record.

1. Vigilance and Common Sense

- a. **Be mindful that everything you post on social media, whether publicly or privately shared, can be taken out of context, manipulated, and amplified.**
- b. **Do not post anything you would not be comfortable showing a teacher or future employer.**
- c. **Always assume every comment you make can be seen publicly** - so you should only comment on things if you are being respectful, positive, and considerate of others.
- d. **Do not share private and personal information.** This includes phone numbers, addresses, birth dates, personal schedules etc.

2. Legalities

- a. **Ensure any digital communication you post or send does not have the potential to cause harm.** Under the Harmful Digital Communications Act 2015 you may be considered to have committed an offence if you cause harm through digital communication you post/send, which includes racist, sexist, xenophobic, religiously intolerant comments, as well as comments relating to disabilities, ethnicity or sexual orientation.

- b. **Do not post photos and/or videos without people’s consent.** Even if you believe it is with friends and in good fun, others may have a different experience. Check that students featured are not classified as “do not publish” with either the student (Year 7-13) or the communications team.
- c. **Do not engage in any behaviours that are or could be mistaken for cyberbullying, report and stand against cyberbullying.** Cyberbullying is also an offence that can have legal repercussions and can come in many forms including harassing, impersonating, outing, tricking, excluding, and cyberstalking – none of which are tolerated. If you are aware of any cyberbullying occurring, report it to an adult.
- d. **Do not make false allegations.** Making false allegations can have legal ramifications under the Harmful Digital Communications Act 2015.

3. Inappropriate Activities and Reputational Harm

- a. **Do not make posts on the College campus, in school uniform or in any manner that identifies the college, on publicly viewable accounts or groups without prior consent of a teacher or school leader.**
- b. **Do not make posts in school uniform or on the College campus on private accounts if inappropriate activities or content also exist on the account or group.**
- c. **Do not to post any inappropriate content on any College related accounts or groups (public or private).**

Inappropriate activities include but are not limited to: inappropriate language; inappropriate activities; inappropriate imagery; bullying or harassment (or content that may be taken as such from an unrelated party); hate speech or symbols; prohibited substances; offensive content; false information; songs with inappropriate lyrics; inappropriate dances, etc.

- d. **Do not post or share content that has the potential to harm the reputation of QMC on private or publicly viewable accounts or groups.**

Content with potential to cause reputational harm are any aspects that impact on QMC’s perception in market, financial performance and overall competitive advantage and include but are not limited to: complaints, accusations, hearsay, reviews of staff, procedures and processes, media items, funding, governance, privacy and use of data.

4. Express Knowledge and Permission

- a. You must have express knowledge and permission granted by Queen Margaret College to create or play any part in the management or administration of any accounts or groups that use Queen Margaret College's Intellectual Property (including our name, imagery, logos, brand, or reference to QMC in any capacity).

5. Existing Student Lead Accounts/Groups

If you run an existing social media account or group related to QMC, you must:

- a. Ensure content posted on the account/group is for a clear purpose and is appropriate.
- b. Provide the Communications team all account logins/usernames/passwords and a current list of all who have access, which will be kept on the social media register.
- c. Make sure staff supervisors of the account/group or the Teacher In Charge (TIC) sees and approves content before it goes live, and/or promptly deletes content that does not fit within these guidelines.

6. New Student Lead Accounts/Groups

If you wish to create a new account or group for a QMC department/subject/sports code/cultural activity or event, you must:

- a. Submit a proposal to the Communications team that details your purpose, name, branding and the content you are likely to post.
- b. Meet with the Communications team to discuss your responsibilities.
- c. Confirm at least one staff member to be responsible for the account set up and active management.

If you have any questions about these guidelines or wish to submit a proposal for an account/group please contact communications@qmc.school.nz