**The most common social media questions school ask.**

**Announcer:** This is a Queensland Department of Education podcast.

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**Virginia Bowdidge:** Hi, I’m Virginia from the Department of Education. Today, my colleague, Erin Martin from the Social Media team joins me to talk about the most common social media questions schools ask.

Hi Erin, let’s get straight to it. What are the most common questions your team seem to answers?

**Erin Martin:** There’s a few, and they change, they change often. Depending, you know social media is changing on a daily basis so it gets a little much for all of us some days, but some of the more common ones we have from schools are; can we have multiple pages, so could we have a school page and then following on from that, could we have a page for the football team and a page for the tuckshop and you know, a page for the library. That’s a common one. The answers, no! Sorry, it’s a no. It’s just part of the policy. Reason for that is, because it’s easier to manage. You’ve got one single point of truth to go to with a school and because it’s so easy to make fake accounts, we try and help our schools get verified, as much as possible. Yeah, just keep it to one account. If there’s issues, we’re always happy to talk you through the reasoning behind it.

Another one is, can we have closed accounts? Now, a closed account or a closed group, means that it’s locked down and invite only. That again, that’s a no because it’s a transparency issue. Things need to be transparent in the government. It’s needs to be open for all and there are just too many things, too many risk issues at this point in time so that’s also a no.

Can we turn off commenting, we don’t want to reply, we just want a page?

That’s a big one. Social media is an engagement tool. It’s not a website, it’s not a broadcasting tool. You want to use it as an engagement tool, as a way to be able to speak with your audience. It’s not a good look to not reply to comments. If you’ve got people asking you things it’s a customer service expectation to reply to provide a response. Even if it’s redirecting them to phone the school, if you don’t want to talk online. You know, just a simple reply.

Probably the other, the last question would be, can we have, such and such platform? One that’s not on the accepted platform list at the moment. We’ve gone through a very thorough risk assessment. It’s quite an arduous process getting platforms permitted for use. So the ones that are on our One Portal page are the ones that are permitted yet. If they are not on there, they’re not permitted yet. It’s not to say they won’t be in the future, it’s just to say at this point in time they’re not, so please don’t go and open one, because there are actually consent and legal issues with doing that too. So we’re only doing that to protect you as well.

**Virginia Bowdidge:** Can people find most of this information on their One Portal page?

**Erin Martin:** Absolutely they can, and we are going through a process of updating it at the moment to make that One Portal page easier to find this information. So keep an eye on it.

**Virginia Bowdidge:** Did you search for Social Media? Is that the easiest way to find it?

**Erin Martin:** Yeah, just in the One Portal search bar, you’ll find it.

**Virginia Bowdidge:** Thanks Erin, that’s all useful information.

**Erin Martin:** Thanks Virginia, thanks for having me today and if anyone needs further help, my team is always happy to help out. We can be contacted via phone or email.

**Virginia Bowdidge:** Great, thank you.

**Announcer:** You have been listening to a Queensland Department of Education podcast.

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