

# Facebook Policy – Draft



## **Rationale:**

The use of the social media platform 'Facebook' is a highly effective means of communication between large groups of people. Facebook allows for sharing of photos, notifications, comments and feedback via mobile phones, tablets, iPads and computers.

## **Context:**

- Current communication media and forums include:
  - COMPASS - information, notification, payment, administration and reporting
  - iNewsletter – a fortnightly online publication of all relevant school notices, events, invitations, policies and procedures
  - Paper-based notices - camps, excursion and in-school activities, sporting fixtures
  - School Assembly – announcements by student leaders, presentations, performances
  - Year-level or class-based email – used by teachers and parents to communicate events, gatherings and news
- The school has a Facebook page which has been set up by the school leaders in order to take ownership of the name Ormond Primary School.
- The school community has expressed interest in establishing year level-based Facebook pages in order to supplement the communications strategies implemented by the school leaders and School Council.

## **Aims:**

- Facebook must be used to build and maintain the good reputation and spirit of the school, leadership, teachers, support staff, parents, students, the Ormond community, service providers and contractors.
- Facebook pages should allow the Ormond community to keep up to date with activities and events.

## **Implementation:**

- A Facebook Code of Conduct details procedures and protocols around the use of Facebook pages relating to Ormond Primary School.
- A Facebook Code of Conduct is developed by the School Council through knowledge of:
  - Current best practices in schools
  - Legislative requirements under the Commonwealth of Australia Telecommunications Act
  - Victoria Department of Education social media policies
  - Ormond Primary School eSmart Policy
- Community support and input is sought in developing and implementing an effective social media strategy.

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## **Facebook Code of Conduct**

### **Security Settings**

- Any Ormond Primary School associated Facebook group must be a 'Closed Group.'
- The 'Friend Only' setting must be used to maintain an appropriate level of security

### **Using Real Account Names**

- All users interacting with an Ormond Primary School related Facebook page, by either 'Liking' or 'Commenting' on posts must do so using a Facebook account that clearly identifies them by their real name.

### **Using names in a post**

- The use of first names can be used to acknowledge someone's great achievements, success and endeavours.
- All posts must and comments should not incite or fuel overly negative comments.

### **How to interact with the Ormond Primary School Facebook page**

- Users may comment on or like the school's postings
- Users may comment on or like a comment made by a friend of the school's Facebook page.
- Users are not able to author a posting of their own or load media such as videos or photos
- User rights will be reviewed over time and assessments made on liberalising access.

### **Underage Facebook Users**

- Children below 13 years of age are not eligible to have a Facebook account.
- Parental supervision is required when children view the school's Facebook page
- Community conduct on the Facebook page serves as a role model for students in the use of Facebook

### **Friending Teachers on Facebook**

- Teachers operate under a code of conduct which requires them to maintain a professional relationship with students and parents and refrain from social interaction.
- Do not seek to Facebook 'friend' a teacher, educational support staff or school leader.

### **Moderation and Blocking**

- Ormond Primary School reserves the right to set the strength of the Facebook profanity filter and to add additional words and names to the page's blocklist.

### **Actions Resulting from any Breaches of the Code of Conduct**

- Ormond Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct

### **Creation of Year-level or Class-based Facebook Pages**

- Parents wishing to create a Year-level or Class-based Facebook Group must seek the approval of the school before proceeding.
- The parent seeking approval must accept the full responsibilities of a Facebook Group moderator as stated in the Facebook guidelines and in the telecommunications legislation.
- The permission of each parent must be sought for the use of their email address, as displayed in the Year-level Contact Lists, prior to inviting them to join a Year-level or Class-based Facebook Group.

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- Year-level or Class-based Facebook Groups must be 'Closed'.
- Students' names should not be used in any comment, tag or post in order that the location of students remains confidential.

## **Renewal and Approval:**

This policy will be reviewed as part of the school's four-year review cycle.