

# Facebook Policy

## **Rationale:**

The use of the social media platform 'Facebook' is a highly effective means of communication between large groups of people. Facebook allows for the moderated 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 additional 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.

## **Review and Approval:**

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

## Appendix 1: Facebook Code of Conduct

### 1. ORMOND PRIMARY SCHOOL PAGE

The Ormond Primary School Facebook page is a public page. Anyone with a Facebook account can access and view all content, comment on status updates and “like” the page.

#### Security Settings

- The privacy settings have been set so only the Administrator can upload content.
- Content is to be school / education related only.

#### Using Real Account Names

- All users interacting with the 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 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.

#### 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

## **2. CREATION OF CLASS BASED OR YEAR LEVEL FACEBOOK GROUPS**

Class based or year level based groups are to be used as a quick means of communication between parents. All official Ormond Primary School related information will be distributed via COMPASS.

- 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 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 on the year level contact lists, prior to inviting them to a Facebook page.
- An email to all year level parents asking them to “opt out” of being sent an invitation to the Facebook page is to be distributed prior to an invitation being sent
- When an invitation to join a group is received by the parent via Facebook, they need to accept the invitation before they become part of the group.
- A Second Moderator is to be nominated to ensure security and content of the page is maintained at all times.
- Year level or class based Facebook Groups must be ‘closed.’
- Only the Moderators can accept requests to join the group.
- Users may create posts and add content.
- Posts and content are to be of a nondiscriminatory and non-inflammatory nature.
- The Moderators maintain the right to delete inappropriate posts.
- User rights and security settings will be reviewed over time.

## Appendix 2: Permission to Use Parent email Addresses

### Ormond Primary School Class-based & Year Level Facebook Groups

I would like to be invited to join the Class-based or Year Level Facebook Group established for the parents and friends of students enrolled at Ormond Primary School.

I have read the Ormond Primary School Facebook Policy and agree to follow the guidelines detailed.

My email address: \_\_\_\_\_  
\_\_\_\_\_

My children are in the following Year Levels: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

