

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.

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 Page must seek the approval of the school before proceeding.
- The parent seeking approval must accept the full responsibilities of a Facebook page moderator as stated in the Facebook guidelines and in the telecommunication legislation.
- The permission of each parent must be sought for the use of their email address as displayed in the Year-level Contact Lists
- Year-level or Class-based Facebook Groups must be ‘Closed’

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Renewal and Approval:

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