

## Facebook Policy



### Help for non-English speakers

If you need help to understand this policy, please contact 9740 8666

**This policy is to be read in conjunction with the Facebook User Guidelines. This can also be found on the Sunbury West Primary School Official Facebook Page and website.**

## Rationale

Our intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient. Our Facebook Page will allow our community to engage with the school through a medium preferred by many.

Our Facebook Page is a place where we build our community spirit and encourage users to accentuate the positives and bring to everyone's attention the 'little things' that make our school great.

As Facebook is a promotional tool for our school community, the school reserves the right to suspend or cease using Facebook at the discretion of staff and School Council.

Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

## Objectives

- To provide a social media link between the school and the wider community.
- Show case and celebrate the school's achievements
- To engage with modern technologies as a communication strategy.

## Implementation

1. The school will regularly post such things as:
  - Events
  - Excursions
  - General information
  - Photos/Videos - In line with our 'Authority to Publish' documentation
  - Important dates
  - Fundraising events
  - Acknowledgment of achievements

2. The following Administration roles will apply:
  - a. Page creator
  - b. Page Manager (1 person)
  - c. Page Moderators (should be at least 2 people)
  - d. Staff access to Post
  - e. FOSW President (access to post)
3. All users interacting with the Sunbury West Primary School Facebook Page must do so using a Facebook account that is identifiable.
4. Only first names only of students can be used in posts. Adult's full names may be used when acknowledging positive work or contribution. Our philosophy is that our Facebook Page will be used to build our school spirit, inform our community about our work and connect people.
5. Users will be able to 'like' a post and/or comment on posts made by the school and on comments made by other users. Users will not be able to author a posting of their own or load media such as video or photos.

*All comments will be moderated by the Sunbury West Primary School Page Administrators before becoming live.*

6. Sunbury West Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the pages block list. Actions resulting in deliberate breaches to this Policy may include prohibiting a user from interacting on the school's Facebook Page.
7. Sunbury West Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having or creating their own Facebook account. We encourage children only under parental supervision, to view our school's Facebook Page. We believe the conduct of our community members on our Facebook Page will serve as a role model for our students on how to behave on social media platforms.
8. Parental consent for the use of student names and photos will be obtained on an annual basis as part of our ICT User Agreement.

## Evaluation

Sunbury West Primary School's Facebook Page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

This Policy will be reviewed annually or as required.

This policy was last ratified by School Council on 16<sup>th</sup> May 2018.

## Facebook User Guidelines



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The intent of the Sunbury West Primary School Facebook Page is to provide a hub for responsible school community engagement. This page is an additional form of communication to the established school newsletter, Compass Portal and the Website. Our school proactively supports responsible participation in social media and role modelling positive digital citizenship.

Sunbury West Primary School values the responsible use of social media and expects that your participation will uphold the values of respect and dignity for all. The school has policies and guidelines that govern the expectations of online behaviour and reserve the right to remove any content that we believe is in breach of these policies, guidelines and the values of our school.

Accessing and commenting on the Sunbury West Primary School Facebook Page indicates you have read understood and accepted our Facebook Page Guidelines as set out below:

### **Sunbury West Primary School Facebook Page Guidelines:**

Sunbury West Primary School encourages users to:

- Like a post
- Comment on post
- Share a post
- Provide feedback and comments however, we ask you be respectful and contribute in a positive and constructive manner
- Acknowledge someone's great work or contribution. We encourage our Facebook Page to be used to build spirit and for 'patting someone on the back' publicly as we believe it goes a long way towards building a positive school and community. **For security reasons, where students are named they MUST be referred to by their first name only.**
- View our page with their children through their accounts, and to use our Facebook Page as a positive role model for communication through social media. **(We do not endorse children under the Facebook age threshold of 13 years having their own Facebook accounts).**
- Sunbury West Primary School reserves the right to remove content if it contains:
- Offensive abusive, obscene, profane, hateful or racist content, links or images

- Comments that threaten or defame any person or organisation
- The direct, full name or descriptive reference to a student, irrespective of the post's tone
- Anything else that the school deems inappropriate and does not align with our values, standards, policies and guidelines.

The school will not respond directly to requests or messages on Facebook. If you need to contact the school, please speak to your child's teacher, call us directly on 97408666 or email [sunburywest.ps@edumail.vic.gov.au](mailto:sunburywest.ps@edumail.vic.gov.au)

Should you fail to comply with the Facebook Page Guidelines you may be banned from the Sunbury West Primary School Facebook Page.