

Koondrook Primary School

Facebook Policy

RATIONALE:

The intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. Most of all, our Facebook page is a place where we build our community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

STATEMENT

This is a trial of using Facebook as a communication device for our school community. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of a potentially serious nature such as threats or inappropriate comments, the person(s) will be blocked from the page and matter will be referred directly to Council.

The 'Owner' of the page will be the Principal and comment, posts will only be published to the page with Principal permission.

The Koondrook Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

IMPLEMENTATION:

Using Real Names

All users interacting with the Koondrook Primary School 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 Student/Staff Names in Posts

You can use names in posts when you wish to acknowledge someone's great work or community 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.

Photos

Photos can only be uploaded by the Principal. Parent permission to publish photos of students and their work is to be sought. No individual photos of students will be published.

Raising Issues

Koondrook Primary School is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in the Facebook page. When issues are raised we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issue(s) based postings.

How to Interact with the Facebook Page

Initially, users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking on the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

Underage Facebook Users

Koondrook Primary School does not endorse children, under the 13 years of age (a threshold imposed by Facebook), having creating their own Facebook account. We encourage children under parental supervision to view our school's Facebook page and contribute to content. We believe our community's conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Moderation and Blocklisting

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

Actions resulting in breaches to this policy may include prohibiting a user from interacting with the school's Facebook page.

References:

Teacher VIT Professional Code of Conduct

<http://www.education.vic.gov.au/school/principals/health/Pages/lolsocialmediacodes.aspx>

Department Guide to using social media

<http://www.education.vic.gov.au/school/principals/spag/governance/Pages/socialmedia.aspx>

This policy was last ratified by School Council May 2017

Principal Amanda Bradford