



STAWELL PRIMARY SCHOOL

FACEBOOK POLICY

POLICY STATEMENT

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 the matter will be referred directly to School Council for further consideration. The 'Owner' of the page will be the Principal and posts will only be published to the page with Principal permission. This permission may be delegated to school staff, members of the School Council or Parents and Friends Association as deemed necessary. The Stawell Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

PURPOSE

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 accessible, timely and relevant in communicating to the community about our school. 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 pride.

Aims

1. To ensure that DET and legislative requirements in relation to social networking and in particular, Facebook, are adhered to and that all users and moderators of the Stawell Primary School Facebook page are aware of these policies and requirements
2. That all Facebook users and moderators are aware of appropriate usage guidelines and steps that will be taken to deal with inappropriate use
3. To mitigate the risk of civil or criminal legal action and damage to Stawell Primary School reputation
4. To ensure the smooth and successful running of the Stawell Primary School Facebook Page and to promote Stawell Primary School as a best practice model of technological innovation and wider school community engagement.

IMPLEMENTATION:

Using Real Names

All users interacting with the Stawell 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. Pseudonyms/alias' will be removed or blocked from the Stawell Primary School Facebook page. This allows us to monitor content and posts and to ensure the integrity of the page as far as possible.

Using Student/Staff Names in Posts

Student and staff first names and an initial may be used in posts. The use of names will be consistent with use in school newsletters and will not identify individuals directly. The use of names in thanking or congratulating individuals helps us to build school pride.

Photos

Photos of students without media consent will not be posted on Facebook.

Raising Issues

Stawell Primary School wish to remind the community that some things are best dealt with privately. Issues involving students or staff must not be raised on the Facebook page. We will not allow interactions that incite or fuel overly negative sentiments. We ask that you do not use the full names of our teaching and administration staff, students or

any other member of the community in any posts. If any member of our school community wishes to raise an issue or concern, they should first see their child's teacher, then the coordinator of their grade level, followed by the Principal.

How to Interact with the Facebook Page

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 as to the privileges given to users. All communication must comply with the Stawell Primary School Facebook policy.

Underage Facebook Users

Stawell Primary School does not endorse children under 13 years of age (a threshold imposed by Facebook), having 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

Stawell 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.

Friending Teachers

Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to Facebook 'friend' our staff.

Actions Resulting from any Breaches of the Code of Conduct

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

The Law and Facebook's Terms

Stawell Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms. Additionally the Facebook page is subjected to the Victorian Government / Education Department's workplace occupational health and safety guidelines including provisions relating to bullying and discriminatory behaviour. Please see the following publication for further information: *Building Safe and Respectful Schools: A Resource for School Communities*. Available at:

<http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>

All posts will be subject to moderation in accordance with these provisions.

Constant criticism and/or derogatory comments	<ol style="list-style-type: none">1. Remove comments2. Advise user of Code of Conduct3. Block user4. Remind all users of Code of Conduct
Swearing	<ol style="list-style-type: none">1. Remove comments2. Block using profanity filter3. Advise user of Code of Conduct4. Block user5. Remind all users of Code of Conduct
Posting myths/untruths	<ol style="list-style-type: none">1. Thank the user, dispel myth with fact2. If considered a deliberate untruth advise user of Code of Conduct If behaviour continues:3. Block user

	4. Remind all users of Code of Conduct
Parents creating alias'	<ol style="list-style-type: none"> 1. Advise user of Code of Conduct 2. Remind community of Code of Conduct 3. Take page down and inform community why
Page gets hacked	<ol style="list-style-type: none"> 1. Remove comments 2. Relentless act- remove page temporarily
Students or Individual staff named	<ol style="list-style-type: none"> 1. Remove comment 2. Advise user of Code of Conduct as well as Defamation Act (users need to be aware of potential legal consequences if a staff member/student is defamed) 3. Block user 4. Remind all users of Code of Conduct

References:

1. Department Guide to using social media
<http://www.education.vic.gov.au/school/principals/spag/governance/Pages/socialmedia.aspx>
2. A Step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/incidents.pdf>
3. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/scontent.pdf>
4. A Step-by-Step Guide for DEECD Employees to Access Legal and Well Being Support for Online Incidents of Concern
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/support.pdf>
5. LPS raising Concerns and Complaints policy 2017
https://drive.google.com/file/d/1M73BoyiPV345Mv9B-IgK09VrdON_3R4o/view?usp=sharing
6. Facebook Terms of Service
<https://www.facebook.com/terms.php>

REVIEW CYCLE

This policy was last updated on June, 2019 and is scheduled for review in June, 2021.