Kilmore Primary School

Principal: Mr Neil O'Sullivan

35 Lancefield Road, Kilmore 3764 • PO Box 105, Kilmore 3764 • ABN 85 985 746 253
P 03 5782 1268 **F** 03 5782 1553 **E** kilmore.ps@education.vic.gov.au **W** www.kilmoreps.vic.edu.au

FACEBOOK POLICY AND CODE OF CONDUCT

Help for non-English speakers

If you need help to understand the information in this policy, please contact the school administration office on (03) 5782 1268 or via
kilmore.ps@education.vic.gov.au

PURPOSE

Social media and social networking has become an integral part of accessing information and communication channels. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with the community. Our intent is to grow our school and community's understanding of social media and to make connecting with our school community more accessible for our community.

POLICY

- Information posted to our Facebook page will be approved by administrators. Posts will contain information such as reminders of events, calendar dates, celebrations of student learning and achievement, and links to other important information that may be available periodically on our school website.
- Photos can be posted on the Facebook page under the following conditions:
    - Individual photo of the student and/or siblings can be posted by the parent/carer only.
    - Photos must be of school related events only
    - The school can post student photos from school events if the parent has signed the permission to publish form on enrolment
- The Facebook page will not be the sole mechanism for distributing important information. It will be stated clearly that there is no requirement for parents, students or staff to 'Like' or follow our Facebook page.
- All users interacting with the school Facebook page, by either liking or commenting on posts, must have completed the school's Facebook registration form available from the office.
- Our school encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page.

Building dreams for a brighter future

Kind Proud Safe

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- Users will be able to comment on all postings and on comments by other users unless commenting has been disabled. Users will also be able to 'Like' a post or comment by clicking on the 'Like' button.
- Users will be able to submit posts for approval by Facebook administrators. If a post request is declined, the 'poster' will be contacted by private message on Facebook by an administrator
- Our school does not endorse students under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. No current students will be able to join.
- We anticipate the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces. By joining the KPS Facebook page, all members agree to follow this policy and the Code of Conduct.
- Our school will actively monitor the school's Facebook page, and will remove without warning any comment that does not follow the guidelines stated in this policy. Any user continuing to post comments outside the scope of this policy will be blocked from accessing the Facebook page, and may be subjected to sanctions contained within our Code of Conduct.
- Our school's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

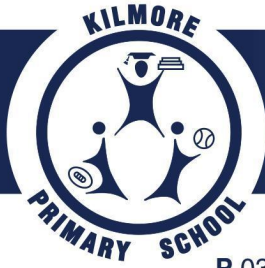## Code of Conduct

Application Form

All users must complete an application form prior to becoming an approved member of the group.

Using Names in Posts

Names can be used in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want.

Interacting with the Facebook Page

Users will be able to author a posting of their own which will be approved by an administrator. Users will also be able to 'like' a post or comment by clicking on the like button.

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Under Age Facebook Users

Kilmore Primary School does not endorse children under the 13 year old threshold imposed by Facebook 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 communities conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Friending Staff on Facebook

Our staff operate under a code of conduct that states that they are to maintain a professional relationship with students and parents.

Moderation and Blocklisting

Kilmore 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 from any Breaches of the Code of Conduct

Kilmore Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct. Kilmore Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Included in staff induction processes
- Available publicly on our school's website
- Included in our staff handbook/manual
- Made available in hard copy from school administration upon request

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FURTHER INFORMATION AND RESOURCES

- *Social media use to support student learning*
- *Using social media*

POLICY REVIEW AND APPROVAL

The Principal is responsible for reviewing and updating this policy every two years.

Policy last reviewed	May 2023
Approved by	Principal
Next scheduled review date	May 2025