



<b>Wonga Park Primary School Policy Manual</b>	<b>700 RESOURCES 706 Facebook Communications</b>	Page: 1 of 2 Issue No: 2.0 Date: <b>October 2016</b>
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## **FACEBOOK FOR SCHOOL COMMUNICATIONS POLICY**

### **Rationale**

The way people communicate and receive information is changing. Static websites, initially, are a good source of information for parents looking at prospective schools, however these are no longer regularly visited by a large percentage of the broader school community. Information placed on our digital school newsletter, does not necessarily reach the majority of parents in our community. Therefore, our school newsletter can no longer be considered the main communication source we have with our school community.

Private companies are increasingly using established social media networks to communicate with their customers, as are many schools, and with great success. At present, Facebook is used by 70% of 16 to 65 year olds in Australia, and 75% of Mums. The average age of a Facebook user is 38 years and the average age of a parent with a child in a primary school is 39 years. The average user of Facebook checks their newsfeed 58 times a month. These facts make Facebook an ideal tool to communicate more effectively with our school community. As it is an open network however, guidelines need to be set down as to the appropriate use of this tool by our school.

### **Purpose**

- To communicate more effectively with our school community.
- To share best practice and showcase success with the community.
- To increase our school community's awareness and understanding of social media as an integral part of our students' lives.
- To allow our community to better keep up to date with activities and news through a medium that is preferred by many of our parents and students.
- To build and maintain an online community that accentuates the positives and brings to attention, the big and little things that make our school great.

### **Implementation**

#### Administrator

The Wonga Park Primary School Facebook account will be operated by designated teacher administrator who will be responsible for maintaining the page, updating the news feed, and monitoring interactions on the site.

- The administrators will be logged into Facebook as 'Wonga Park Primary School', and not under any other private account name. Two staff administrators will be appointed to run the page.
- All actions taken by the administrators will be representative of Wonga Park Primary School and its stated aims, for the Wonga Park Primary School Facebook Page.
- Only one official Wonga Park Primary School Facebook page is to be set up.

#### Code of Conduct

- All users interacting with the Wonga Park 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.
- Wonga Park Primary School will not post information on its Facebook page that references people using their full name, unless explicit permission is granted. Likewise, no photos will be posted unless permission is granted.
- School work may be posted with identification by first name only.

## Interaction with the Facebook Page by the school community

- Users will only be able to comment on, or 'like', posts that are made by Wonga Park Primary School.
- Users will not be able to post independent comments or begin their own comment threads.
- Users will not be able to upload media, such as photos or videos, to the page.
- All media content must be placed on the site through the Administrators.
- User rights will be reviewed over time and assessments made on liberalising access.

## Raising Issues

- The Wonga Park Primary School Facebook page is a public forum, and therefore not the appropriate place for parents or other members of the school community to raise issues or concerns with the school.
- Negative or abusive comments or comments relating to specific issues or specific teachers or students, that are not in the interest of the wider school community, will be deleted from the page.
- Communication with the person or people making these comments will be initiated by the school so that any such future actions will be strongly discouraged.
- Repeated negative or abusive postings on the Wonga Park Facebook page will result in the banning/blocking of that user from the page.
- Wonga Park does welcome constructive feedback concerning potential school process improvements, as long as it does not use the names of any of our teaching and administration staff, or any of our students or parents.
- Wonga Park does encourage the use of names (first name and initial only, or last name only) when acknowledging someone's great work or community contribution.

## Underage Facebook Users

- Wonga Park Primary School actively supports the restrictions on 'under 13-year-olds', as imposed by Facebook, regarding children having their own Facebook account.
- Children, under parental supervision, may view our school's Facebook page.
- We believe our community's conduct on our Facebook page will serve as a role model for our students as to how to behave in social media spaces.

## Student and Teacher interaction on Facebook

- Wonga Park Primary School teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and that they should refrain from social interaction.
- It is against Department of Education guidelines for any teacher to become 'friends' with a student of the school on Facebook or any other form of social media. Our community will be advised of this, and asked to please refrain from seeking teachers out as Facebook 'friends'.

## Moderation and Blocklisting

- Wonga Park Primary School reserves the right to set the strength level of the Facebook profanity filter, and to add additional words and names to the blocklist at any time.
- Users that post negative comments to our Facebook site, will be reminded of our policy for site usage. A repeat offense will result in that user being blocked from the site.
- Wonga Park Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the code of conduct, stated above, or if it feels a user is not interacting with the page in the spirit for which it was intended, as stated in the 'Purpose' section of this policy.
- The Wonga Park Primary School Facebook page shall not be used to promote businesses or be used to sell to the parent community.
- The official Wonga Park Primary School page is to be the only page endorsed by the school. No additional pages are to be set up by the school or parents using the school's name.

Wonga Park Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

**REVIEW** - This policy will be reviewed annually.

**Date Ratified by School Council:** 24<sup>th</sup> October, 2016.