



Black Hill Primary School Facebook/Social Media Policy

Rationale:

Our school acknowledges that there are increasing numbers of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with audiences in new ways.

Aims:

Black Hill Primary School aims to

- grow our school and community's understanding of social media and to make connecting with our school more convenient for our families
- allow our community to keep up to date with activities through a medium which is preferred by many
- to seek input (through comments and 'likes') from our families
- build our school community by building our school spirit provide a positive focus for our school and bring everyone's attention to the things we do that make our school community great

Policy statement:

The school reserves the right to suspend or cease using Facebook at the discretion of staff and our 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.

Implementation:

SCHOOL ACCOUNT

The School account will be managed by the school to ensure the policy can be implemented and monitored effectively. Establishing a social media tool for an educational purpose requires the consent of the principal. All department / school-based policies should be adhered to.

WHEN CAN I USE NAMES IN POSTS?

You can use first 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.

IDENTIFIABLE ACCOUNTS

All users (following or commenting) interacting with Black Hill Primary School's Facebook page, must do so using a Facebook account that is identifiable. This policy will be reviewed as part of the school's three-year review cycle.

POSTING COMMENTS

Black Hill Primary 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. When comments are made we are happy for people to register their support through a

Facebook comment or a 'like'. We will however, not support interactions that incite negative sentiments. Names of staff, students, or school community members must not be used in any negative postings.

HOW TO INTERACT WITH THE FACEBOOK PAGE

Initially, users will be able to comment on the school's postings and on comments made by other users. Users will also be able to 'like' or post a comment by clicking on a button. Users will not be able to author a posting of their own or load media such as video or photos. All posts and comments must consider the content uploaded or viewed and whether it reflects the schools professional image.

UNDERAGE FACEBOOK USERS

Black Hill Primary School does not endorse children under the age of thirteen 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 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

MODERATION AND BLOCKLISTING

Black Hill 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 deliberate breaches to this policy may include prohibiting a user from interacting on the school's Facebook page

PRIVACY

Parental consent for the use of student names and photos will be obtained on enrolment and can be revoked at any time.

THE LAW AND FACEBOOK'S TERMS

Black Hill Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's terms

This policy was last ratified by School Council in: September 2017

REFERENCES

Teacher VIT Professional Code of Conduct

<http://www.vit.vic.edu.au/SiteCollectionDocuments/PDF/Code-of-Conduct-June-2008.pdf>

DEECD Guide to Using Social Media

<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>