



Facebook 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.

Our intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient for our families. We aim to make our content more accessible to our families and to tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep us up to date with activities through a medium which is preferred by many. The page will allow us to seek input from our families and also allow families to connect with our school. Our Facebook page is a place where we can build our school community by building our school spirit. We expect our community to 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

This is a trial use of Facebook as a communication device for our school community. 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

USING REAL NAMES

All users interacting with Kinglelake Primary School Facebook page, by either linking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name.

RAISING ISSUES

Kinglake Primary School is happy to be alerted to issues via its Facebook page but does wish to remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. The type of issues that can be raised on Facebook should centre around school improvements or processes. 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. We also require that names of staff, students, or school community members are not used in any negative postings.

WHEN CAN I USE 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.

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. User rights will be reviewed over time and assessments made on changes to this process.

UNDERAGE FACEBOOK USERS

Kinglake 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

Kinglake 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 on the school's Facebook page.

FRIENDS

Kinglake Primary School will only accept current members of our school community as 'friends'. Families who have a student progressing to their secondary education will be allowed to maintain their connection with the Kinglake Primary School Facebook site for one year to assist the transition process.

THE LAW AND FACEBOOK'S TERMS

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

REFERENCES

Teacher VIT Professional Code of Conduct

<http://www.education.vic.gov.au/school/principals/health/Pages/10socialmediacodes.aspx>

DEECD Guide to Using Social Media

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