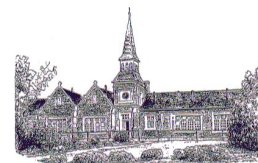


Daylesford Primary School – Facebook Policy



Rationale:

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with what's happening in the school, but also in terms of attracting potential enrolment. Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive the information. By having a Facebook page, the school is feeding school information and news directly into the personal news feeds of parents and the wider school community.

Aims:

The purpose of having a school Facebook page is;

- To publicise school events, and increase awareness about school fundraising.
- To continue to advance our school communication system with information shared via Facebook.
- To announce any updated information that appears on our website via Facebook.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook Feed embedded on the homepage of the school website.
- To maintain contact with past parents and past pupils.

Facebook page management:

- The Schools Facebook account will be overseen by the Principal and managed by the School Council at Daylesford Primary School.
- Facebook will be utilised only as a news dissemination tool and no conversations or direct posts will be responded to.
- It is the responsibility of the School Council Member in charge of the account to monitor the newsfeed regularly and, if any inappropriate content/comments are made then that member is to notify the Principal once the comment has been removed.
- Any user posting content/comments that are in breach of this policy or any contextual policies noted within will be blocked from the Facebook page, reported to Facebook as abusive and in severe cases the police contacted.
- Daylesford Primary School's Facebook account remains the property of the school and as such will only ever be utilised to publish school related content.
- No post will contain student's full names.
- Only students that have signed consent from their parents/guardians will be allowed to be displayed on Facebook or the Webpage.

Terms of Use of Daylesford Primary School Facebook page:

- Users cannot advertise products or services on our school Facebook page.
- Users should not post anything on the page that could be deemed as offensive – inappropriate or harmful comments/content will be removed immediately.
- Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff members in a negative light on school Facebook page.
- Users should not ask to become "friends" with staff as failure to respond may cause offence.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children.

Points to Note

- Facebook lists a minimum age requirement of 13, and all parents are reminded that children under the age of 13 should not be on Facebook.

Supporting Documentation

- *Acceptable use policy* – DET (Information, Communications and Technology (ICT) Resources)
- DET Schools Policy and Advisory Guide

Evaluation

This policy will be reviewed every two years, or more frequently as required, and will incorporate any mandated updates that may be issued.

Ratified: 25 August, 2015