



FACEBOOK

Tatura Primary School 1441

Rationale:

- The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with the community 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.

Aims:

- To foster our school and communities 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 and promotions through a medium which is used by many.
- To build our school spirit, inform our community about our work, and to connect people.

Implementation:

- Tatura Primary School believes a Facebook page is an excellent way to communicate information to, and celebrate our success, with members of the community.
- Information will be posted to our Facebook page by authorised staff. Posts will contain information such as reminders of events, calendar dates, photos of special events, celebrations of student learning and achievement, and links to other important information that may be available periodically on our school website. Photos will not include student's faces.
- 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 do so using a Facebook account that clearly identifies them by their real name. The list of users who have liked the school page shall be kept private.
- Tatura 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.
- Users may refer to a specific person when you wish to acknowledge someone's great work or community contribution.
- Users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'Like' a post or comment by clicking on the Like button. Users will not be able to author a post of their own or load media such as video or photos.
- Tatura Primary School does not endorse students under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We encourage students, at parental discretion, to view our schools Facebook page.
- 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.

- We will actively monitor the schools 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 Student Code of Conduct.
- Tatura Primary school's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

Evaluation:

This policy will be reviewed as part of the school's three-year review cycle

This policy was last ratified by School Council

2015