

FACEBOOK PAGE POLICY

Aim

To provide a set of rules and guidelines that will help us to implement and maintain an official Melton Specialist School Facebook page, allowing for effective and positive two-way communication between the school, parents and the community.

Melton Specialist 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.

Rationale

Social networking using sites such as Facebook is a world-wide phenomenon which will involve the vast majority of our parents and families. Consequently, it is highly important that we embrace social networking sites in order to effectively communicate with our school community.

Implementation

- 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.
- All users (following or commenting) interacting with Melton Specialist School's Facebook page, must do so using a Facebook account that is identifiable.
- The Melton Specialist School Facebook Page will be run and administered by a member (or members) of staff. Administrators will be set up to post and act on behalf of the school.
- The Principal will determine the process for appointing the administrators.
- The Melton Specialist School Facebook page will be made available to the public.
- The page will be used as a means for the school to communicate with families and the community.
- The page is to be used for positive purposes only. When comments are made we are happy for people to register their support through a Facebook comment or a 'like'.
- Issues involving students or staff must not be raised on our Facebook page. Parents and carers are to follow the appropriate channels to resolve any grievances.
- Users will not be able to author a posting of their own or load media such as video or photos.
- Melton Specialist School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We recognise that children, under parental supervision, will view our school's Facebook page and contribute to content via their parents Facebook account. 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.

- Melton Specialist 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 'block list'.
- The page will be non-commercial unless school related or approved.
- Offensive language and negativity will not be tolerated. We will not support interactions that incite negative sentiments. Names of staff, students, or school community members must not be used.
- Breach of any of these protocols may incur a warning, removal of comments and/or being blocked at the discretion of the page administrators, the leadership team and the school. Any warnings/consequences will be communicated by the page administrators on behalf of the school (as Melton Specialist School, not as an individual).
- No photos or videos of students or staff are to be uploaded by parents.
- The non-negotiable rules will be permanently locked to the top of the page at all times so everyone is aware of their behavioural obligations.
- Melton Specialist School reserves the right to restrict access and manage the page as deemed appropriate by the school.
- Melton Specialist School reserves the right to delete the page should it see the need.
- Melton Specialist School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

Related Documents

This policy is to be read in conjunction with the following School Policies:

Privacy Policy

ICT Policy

Social Media Policy

Using Social Media

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

Using Social Media: Guide of DET Employees

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

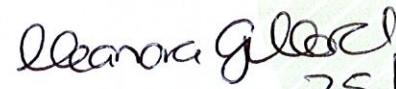
Evaluation

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

Certification

This policy was endorsed by school council at the meeting held on 25th October 2016


Principal


25/10/16
School Council President