



### **Rationale:**

Mill Park Primary School will create and manage a Facebook page representing the school in order to facilitate effective communication between the school and members of the Mill Park Primary School community. The Facebook page alongside other avenues of communication will allow the school to distribute information to parents and school community members regarding upcoming events, fundraising efforts or school community news. Any information posted on the Facebook page will also be communicated through other platforms, such as the newsletter, Compass Messages, noticeboards or SMS.

It is expected that all members of the school community who 'Like' the school's Facebook page will abide by the school's Facebook policy.

### **Purpose:**

Mill Park Primary School is committed to supporting the safety and wellbeing of all our students and their families. The school's official Facebook page is to be a place for the school to share information and for community members to seek updates and clarification about school events or fundraising efforts. As such, the page will be moderated to ensure that it presents a safe and equitable environment for all members of our school community; free from negative or abusive messages towards the school, its staff, students or any of our school community members.

### **Aims:**

- To ensure that parents, guardians or school community members have access to accurate information regarding school events.
- To provide a safe-space for respectful communication between the school and its community.
- To reinforce within the school community that bullying on social media is unacceptable.
- To seek parental and community feedback in an open forum.
- To support parents and guardians in actively participating in student learning.

### **Guidelines:**

- The Mill Park Primary School Official Facebook Page will be set up as a business or organisation page with appropriate security settings selected from Facebook options. Members of the school community will be able to 'Like' and 'Follow' the page in order to see updates from the school. Community members will not be able to post directly to the page, but may be able to comment on posts by the Admin or Moderator of the page. Moderators will have the ability to block Facebook users based on conduct as outlined in this policy.
- As the Mill Park Primary School Official Facebook Page will be visible to the whole school community, private or confidential information about students, staff, policies or events should not be disclosed.
- Updates regarding school events (e.g. excursions, sporting events, etc.) may include changes to pick up or drop off times but will NOT show specific locations, student names or other identifying details.
- The page is not the correct forum for complaints, issues or questions regarding specific staff members, programs or policies. These are better addressed privately.
- Comments deemed to be negative, abusive or not-constructive will be modified or deleted by the school's moderator.
- Positive suggestions received through the school's Facebook page will be considered and reviewed by the appropriate school committee.
- Staff members will have the opportunity to give the school permission to post their name or photograph on the page. The Mill Park Primary School Official Facebook Page will only post names or photographs of staff who have granted this permission.

- The Page may be used to post photographs or images to promote upcoming events. Any photographs posted by the school will be checked against the relevant student ICT permissions.
- The Admin User will also apply Facebook security measures to ensure that community members are not able to create posts on the page, post photographs or 'Tag' photos posted by the school with identifying information. Community members will be able to add comments to posts on the page. These comments will be subject to the approval of the page's moderators.
- To maintain a high level of professional conduct, staff is expected to avoid Facebook friendships with parents while they have children attending Mill Park Primary School. Staff who are also parents at MPPS should use their professional judgement and discretion when "friending" or interacting with other parents; protecting the professional image of themselves, the school and their colleagues.
- Facebook's Terms of Service state that users must be 13 years of age or older to have a Facebook account. Interactions from students known to be under 13 years or age will be reported to Facebook as a violation of these Terms of Service.
- Mill Park Primary School will moderate comments on the page using the Facebook profanity filter and may add additional terms and names to the page's block list.
- The staff and students of Mill Park Primary School agree to an Acceptable Use Policy and Code of Conduct governing their online interactions. All interactions from members of the school community will be regarded as governed by this same policy.
- Users who violate the rules of this policy or Code of Conduct will be banned from viewing, commenting or posting on the school's page.
- The Facebook page will not be used for advertising or marketing purposes but may include acknowledgments of businesses that have supported or sponsored specific school initiatives.
- Unsolicited posts from businesses will be deleted from the page.

### **Implementation:**

- The Mill Park Primary School Official Facebook page will be created and privacy settings selected by designated staff members on the DigiTech Committee.
- The page will be set up with a number of Admin users and Moderators. At least one of these Admin Users will be nominated from the office staff. Additional Admin or Moderators will be added or removed as needed.
- The Mill Park Primary School Official Facebook page will be set up with appropriate security and access settings as judged by the members of the DigiTech Committee. These Privacy Settings will be reviewed termly or as needed in response to issues that may arise.
- The Moderators of the page will check and respond to comments or questions on the page daily. This response may be to answer questions, respond to comments, modify posts or delete inappropriate comments.
- The DigiTech Committee will review the page's privacy and moderation settings termly or more frequently as needed.

### **Evaluation:**

This policy will be reviewed every three years or more often if necessary due to changes in regulations or circumstances.

### **LINKS (including related to this policy)**

Links which are connected with this policy are:

- <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>
- <https://www.facebook.com/help/220336891328465>
- <https://www.facebook.com/help/131671940241729>
- <https://www.facebook.com/help/901690736606156>
- <https://en-gb.facebook.com/business/learn/facebook-page-basics/>
- <https://www.facebook.com/help/329858980428740/>