



DONVALE PRIMARY SCHOOL

FACEBOOK CODE OF CONDUCT POLICY

RATIONALE

At Donvale Primary School, we want to expand our communication reach with families and allow our community to keep informed of their children's activities through a specific digital channel. Facebook is a social media platform preferred by many and is a place to build our school spirit by accentuating the positives and bring to everyone's attention, the little things that make our school community great.

POLICY STATEMENT

Donvale Primary School will use Facebook as a communication device for our school community. The school reserves the right to suspend or cease using Facebook at the discretion of the Principal in consultation with School Council. Actions resulting in breaches to this policy may include prohibiting a user from interacting with the School's social media. Where there are issues of a potentially serious or criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

GUIDELINES

1. Responsibility

- 1.1 The school will create and authorise an official page on Facebook.
- 1.2 Should unofficial pages come to the attention of the school, appropriate action will be taken to close those pages.
- 1.3 The Facebook page will be managed by staff members approved by the Principal, who will oversee the management and moderating of the page.
- 1.4 Inappropriate online behaviour may amount to a criminal offence under State and/or Commonwealth law. For example, it is illegal to use social media to menace or cause offence. Suspected criminal activity will be reported to Victoria Police for investigation.

2. Implementation

- 2.1 Relevant documents: Social media will be managed in accordance with the relevant legislation, terms and policies including:
- Information Privacy Act 2014
 - Commonwealth Telecommunications Act 1997
 - Facebook's Terms (<http://www.facebook.com/terms>)
 - The School's child-safe policy
 - The School's staff and school council privacy policy
 - The School's mobile phone, camera and electronic device policy
- 2.2 Moderation and blocklists: Donvale Primary School reserves the right to review all content and remove anything that is inappropriate, offensive or illegal or at odds with our School's policies or values. We will set the strength of profanity filters and may choose to add additional words and names to the page's blocklist.
- 2.3 Prevention and intervention: The School will prevent and intervene in inappropriate use of social media by the community according to the processes listed above.

3. Community guidelines

- 3.1 Interaction with the School's Facebook page. Users will be able to comment on the School's posting and on comments by other users. Users will also be able to 'like' a post by clicking on the like button.
- 3.2 Use your real name when posting. All users interacting with the Donvale Primary School Facebook page, by either 'liking' or commenting on posts, must do so using an account that clearly identifies them by their real name.
- 3.3 Do not identify children. Protection of our children is paramount. While we are keen to include the children in our online community building, it is important that they are not easily identifiable. Names of children must not be used in any post or comment.
- 3.4 Image consent. Consent for publishing students' images will be sought by the school at the start of each year or on enrolment.
- 3.5 When to use names in posts. You can use the names of adults in posts with their express permission when you wish to acknowledge someone's great work or community contribution. We expect the Facebook page to always be used for positive communication with our community.
- 3.6 Do not raise any issues. We encourage relevant comments to be added to posts. Any school issues or concerns are to be referred to the School directly, not raised on the Facebook page.
- 3.7 Underage Social Media users. Donvale PS does not endorse children under 13 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 our community's conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's website
- Discussed at staff briefings/meetings as required
- Included as an annual reference in the school newsletter

FURTHER INFORMATION AND RESOURCES

This policy should be read in conjunction with the following school policies:

- [Statement of Values and School Philosophy](#)
- [Child Safe Policy](#)
- [Duty of Care Policy](#)
- [DPS Photographing, Filming and Recording Students Policy](#)
- [Teacher VIT Professional Code of Conduct](#)

POLICY REVIEW AND APPROVAL

Policy last reviewed	10 th October 2015
Consultation	Sub Committee – November 2021
Approved by	Education Sub Committee
Next scheduled review date	November 2023