



FACEBOOK CODE OF CONDUCT POLICY

Rationale

Donvale Primary School acknowledges that there are an increasing number of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with audiences 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. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page will allow us to seek your input on issues and to also make us aware of areas where we can improve. Most of all, our Facebook page is a place where we build our community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

Policy Statement

The school reserves the right to suspend or cease using Facebook at the discretion of the Principal in consultation with School Council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the Principal.

Our Code of Conduct

What kind of issues are appropriate to discuss on the Donvale PS Facebook page?

Donvale PS is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in the Facebook page. When issues are raised, we are happy to see people support the issue via a Facebook comment or a 'like'. We will however, not support interactions that incite or fuel negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

Posts that are considered 'spam' including overly repetitive messages, or repeatedly raising issues that have previously been addressed or non-consensual advertisement are inappropriate and will be deleted by us.

When can I use a person's name in a post?

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want.

How can I interact with others on the Donvale PS Facebook Page?

Initially, 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 posting of their own or load media such as video or photos, User rights will be reviewed over time and assessments made on liberalising access.

Our Page will serve as a platform for the exchange of information Donvale Primary School, and its programs and activities, and we welcome your active participation. Before you engage with us however, please make sure that your posts and comments are considered 'G' rated, as this is a family friendly Page, and that you adhere to all Facebook's guidelines regarding Facebook use.

Underage Facebook Users

Donvale Primary School 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.

Moderating and Blocklisting

Donvale Primary 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 blocklist.

Actions resulting in breaches to this policy

Donvale Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of this policy.

The Law and Facebook's Terms

Donvale Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

References

Teacher VIT Professional Code of Conduct

<http://www.education.vic.gov.au/school/principals/health/Pages/lolsocialmediacodes.aspx>

DET Guide to Using Social Media

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

This policy was ratified by School Council on 2nd September 2015