

## Rationale

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with school events, but also in terms of attracting potential enrolments. Having a school website is an essential part of this however web users must specifically visit the school website regularly to receive this information. By having a Facebook page alongside other avenues of communication, the school is feeding information, news and notices directly into the personal news feeds of parents and the wider community. 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

Preston North East PS 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. It will be free of negative or abusive messages towards the school, its staff, students or any of our school community members.

Any key information posted on the Facebook page will also be communicated through other platforms such as Compass, the newsletter or SMS. The communication platforms in existing will be utilised as follows:

### ***Facebook will be used for promotional and celebratory 'real time' purposes:***

- Photos of events (on the day or shortly following)
- Achievements
- Acknowledgements
- Assembly summary

## Aims

- To ensure that Department of Education (DE) and legislative requirements in relation to social networking and in particular Facebook are adhered to.
- To ensure that parents, guardians or school community members have access to accurate information regarding school events.
- To ensure the smooth and successful running of the PNEPS Facebook Page and to promote the school as a best practice model of technological innovation and wider school community engagement.

## Guidelines

The Preston North East 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.

## **Interacting**

- 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.
- Users will not be able to author a posting of their own or load media such as photos or videos unless they have administrative rights.
- Administrators will include at least two Preston North East PS staff as appointed by the Principal and will be reviewed annually (The school's Business Manager, should be a dedicated administrator).
- Our Page will serve as a platform for the exchange of information, its programs and activities.
- The school will not respond directly to requests or direct messages on Facebook.
- Compass will complement the Facebook Page and will be used for emergencies, reminders and daily happenings and will contain a Facebook link for ease of use.
- We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards including comments that:
  - Are deemed racist, sexist, abusive, profane, violent, obscene and spam.
  - Advocate illegal activity
  - Are wildly off-topic
  - Libel, incite, threaten or make personal character attacks on Preston North East Primary School students, employees, guests or other individuals.
- We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards.
- Messages selling products or promoting commercial, political or other ventures will not be permitted.
- In recognition of the important role that the eSafety Commissioner plays in keeping Australian children safe online, Preston North East Primary School will comply with any direction from the eSafety Commissioner or Police to remove a post within 48 hours of receiving that direction.
- In some cases, social media interactions may be evidence for legal or investigative purposes. Preston North East Primary School will implement a strategy for social media records that is in line with the Department of Education Record Management Procedures relevant to an event.

## **Using of real names in posts**

- No student's names are to be used in posts or comments. First name of adults only to be used. We do encourage you, if you wish to acknowledge someone's great work or community contribution. Facebook used in this way will build our community and a pat on the back goes a long way to supporting a positive school environment.
  - Preston North East PS does not endorse children under the 13 year old threshold imposed by Facebook to create their own Facebook account. Students should be supervised if viewing our Facebook Page and expect that community conduct on our Facebook Page will serve as a good role model for our students as to how to behave in social media spaces.
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## Raising Issues

- As the Preston North East 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.
- Preston North East Primary School is happy to be alerted about issues via its Facebook Page but does wish to remind the community that some things are best dealt with privately.
- Issues involving any students, staff or other members of the community **MUST NOT** be communicated via Facebook. We will not support any interactions that incite or contribute to overly negative sentiments. We request that you do not use the names of any student, staff or community member in any posting. We reserve the right to block access by anyone who abuses our trust.

## Friending Teachers

- All Victorian teachers operate under a Department of Education Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction. Please do not seek to friend our teachers.

## Moderating and Blocklisting

- Preston North East Primary School reserves the right to set the strength level of the profanity filter and to add words and names to the page's blocklist.
- The school reserves the right to ban any user from interacting with its Facebook pages for breaches of the Code of Conduct.
- All posts will be subjected to moderation in accordance with these provisions:

Constant criticism and/or derogatory comments	<ol style="list-style-type: none"><li>1. Remove comments</li><li>2. Review moderation process</li><li>3. Advise user of Code of Conduct</li><li>4. Block User</li><li>5. Remind all users of Code of Conduct</li></ol>
Swearing	<ol style="list-style-type: none"><li>1. Remove comments</li><li>2. Review moderation process</li><li>3. Advise user of Code of Conduct</li><li>4. Block User</li><li>5. Remind all users of Code of Conduct</li></ol>
Posting myths, rumours, untruths	<ol style="list-style-type: none"><li>1. Diplomacy taken – thank user, dispel myth with fact</li><li>2. If considered a deliberate untruth advise user of Code of Conduct</li><li>3. Remove comments if deemed appropriate</li></ol>
Individuals creating alias'	<ol style="list-style-type: none"><li>1. Block unknown users</li><li>2. Remind community of code of conduct</li><li>3. Continued breaches – take down page and inform community why</li></ol>
Page is hacked	<ol style="list-style-type: none"><li>1. Remove comments</li></ol>

	2. Relentless act – remove page temporarily
Students or individuals named in reference to a concern, incident or negative issue	<ol style="list-style-type: none"> <li>1. Remove comment</li> <li>2. Advise user of Code of Conduct as well as Defamation Act ( users need to be aware of potential legal consequences if a person is defamed)</li> <li>3. Block user</li> <li>4. Remind all users of Code of Conduct</li> </ol>
Students name or adult surname used accidentally	<ol style="list-style-type: none"> <li>1. Remove name from post</li> <li>2. Remind all users of Code of Conduct</li> </ol>

## Terms and Support documentation

- The Law and Facebook’s Terms of Preston North East Primary School page operates under the Commonwealth Telecommunications Act and Facebook’s Terms and Conditions. Additionally the Facebook Page is subjected to the Victorian Government/ Department’s workplace occupational health and safety guidelines including provisions relating to bullying and discriminatory behaviour. Please also refer to further information and support documentation below.

## Implementation

- A copy of this policy is to be made available through the Preston North East Primary School Website and attached to the Facebook Page.
- All parents and community members who ‘Like’ the Preston North East Primary School Facebook Page accept the terms and conditions of this policy and code of conduct.

## Evaluation

- Ongoing yearly evaluation of the success of this page will be undertaken as deemed appropriate by the Principal and School Council.
- The policy is to be officially reviewed every three years or more often if necessary due to changes in regulations or circumstances.

## Supporting Documentation

- Creating Respectful and Safe Communities  
<http://www.education.vic.gov.au/school/parents/behaviour/Pages/safecommunities.aspx>
- Child Safe Standards: Creating a safe environment  
<http://www.education.vic.gov.au/school/teachers/health/childprotection/Pages/safeenviro.aspx>
- DET : Acceptable use policy, Communications and Technology (ICT) Resources  
<http://www.education.vic.gov.au/Documents/school/principals/infrastructure/ictacceptableusepolicy.pdf>
- Alannah and Madeline Foundation: eSmart  
<https://www.esmart.org.au/what-is-esmart/>
- Commissioner for Privacy and Data Protection  
[https://www.cpdp.vic.gov.au/images/content/pdf/privacy\\_info/20170220\\_CPDp\\_Social\\_Media\\_Privacy\\_FAQs.pdf](https://www.cpdp.vic.gov.au/images/content/pdf/privacy_info/20170220_CPDp_Social_Media_Privacy_FAQs.pdf)
- Facebook: Statement of Rights and Responsibilities  
<https://www.facebook.com/legal/terms>

## Relevant Legislation

- Public Administrations Act 2004  
[http://www6.austlii.edu.au/cgi-bin/viewdb/au/legis/vic/consol\\_act/paa2004230](http://www6.austlii.edu.au/cgi-bin/viewdb/au/legis/vic/consol_act/paa2004230)
  - Education and Training Reform Act 2006  
<http://www.education.vic.gov.au/about/department/legislation/Pages/act2006.aspx>
  - Information Privacy Act 2000  
[http://www.legislation.vic.gov.au/Domino/Web\\_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/4BE13AE4A4C3973ECA256E5B00213F50/\\$FILE/00-098a.pdf](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/4BE13AE4A4C3973ECA256E5B00213F50/$FILE/00-098a.pdf)
  - Telecommunications Act 1997  
[http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/consol\\_act/ta1997214/](http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/consol_act/ta1997214/)
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