



ARDEER SOUTH PRIMARY SCHOOL

Facebook Guidelines and Code of Conduct

These guidelines and code of conduct has been created to support the implementation of Facebook sites for Ardeer South Primary School. These pages have been introduced to support regular communication, daily happenings, reminders and has the capacity to alert the community to any events.

PURPOSE

The purpose of the Facebook page(s) has been created with a view to ensuring that both platforms serve their role in strengthening the school community and enhance the wellbeing and connectedness of all community members in a positive and united way.

How will the two Facebook platforms work?

The Ardeer South Primary School 'Page' (<https://www.facebook.com/ArdeerSouthPS/>) is designed to promote the school to the wider community. It is a Public space that can be viewed by anyone. Images used in this space will only be for students who have consent from parents or guardians. It will also deliver 'news' to the community who are interested in the school parents, grandparents, friends, relatives or prospective families.

The Ardeer South Primary School Community 'Group' (<https://www.facebook.com/groups/402506947029831/>) is a 'closed' group and only accessible by parents/guardians with 'currently' enrolled children at the school. Those parents wanting to gain access to this group will need to request access to the Group Administrator and answer the two prompting questions. This request will be checked against school records to determine eligibility. This will be a regular platform for delivery and sharing of school items, students work, student achievement, events, emergency alerts, excursions, activities, reminders etc

GOALS

1. To ensure that DET and legislative requirements in relation to social networking and in particular, Facebook, are adhered to (see support documentation) and that all users and moderators of the Ardeer South Primary School page are aware of these guidelines
2. That all Facebook users and moderators are aware of appropriate usage guidelines and steps that will be taken to deal with inappropriate use. Any member deemed to be not following agreed protocols will receive a warning. Any further breaches in use will see the user removed from access.
3. To mitigate the risk of civil or criminal legal action and damage to Ardeer South Primary School reputation
4. To ensure the smooth and successful running of the Ardeer South Primary School Facebook Pages and to promote Ardeer South Primary School as a best practice model of technological innovation and wider school community engagement.

GUIDELINES

Interacting

- Not all Posts will have the option of including comments. Any post that allows for comments will be monitored. If any comments are deemed to be inappropriate, they will be removed and user will receive a warning.
- Users will be able to 'like' a post by clicking on the like button.
- 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 Ardeer South staff as appointed by the Principal and will be reviewed annually.
- Our Page(s) 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. There will be an automatic response that will notify users to call the school.
- On the introduction of the Facebook introduction, all families will receive correspondence of the Facebook Guidelines and Code of Conduct.
- All families that have completed the media consent form also connects to Facebook and social media. Any families who do not wish for their child's image to be included in Facebook posts, but have approved media consent are encouraged to inform the school via writing.
- All new families enrolling at Ardeer South Primary School will receive the Facebook Guidelines and Code of Conduct and media consent form.

Using of real names in posts

- No student's full names are to be used in posts or comments. First names can 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.
- Ardeer South 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.

Raising Issues

- 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 negative sentiments. We also ask that you do not use the names of any student, staff or community member in any posting in reference to concerns. We reserve the right to block access by anyone who abuses this item.

Friending Teachers

- All Victorian teachers operate under a Department of Education and Training 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 staff via Facebook.

Moderating and 'Blocklisting'

- Ardeer South 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

Criticism and/or derogatory comments	<ol style="list-style-type: none"> 1. Remove comments 2. Review moderation process 3. Advise user of Code of Conduct 4. Block User 5. Remind all users of Code of Conduct
Swearing	<ol style="list-style-type: none"> 1. Remove comments 2. Blocked by profanity filter 3. Advise user of Code of Conduct 4. Block User 5. Remind all users of Code of Conduct
Posting Myths, Rumours, Untruths	<ol style="list-style-type: none"> 1. Diplomacy taken – thank user, dispel myth with fact 2. If considered a deliberate untruth advise user of Code of Conduct
Parents creating alias'	<ol style="list-style-type: none"> 1. Block unknown users 2. Remind community of code of conduct 3. Continued breaches – take down page and inform community why
Page is Hacked	<ol style="list-style-type: none"> 1. Remove comments 2. Relentless act – remove page temporarily
Students or Individual named in reference to a concern or negative issue	<ol style="list-style-type: none"> 1. Remove comment 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) 3. Block user 4. Remind all users of Code of Conduct
Student or adult surname used accidentally	<ol style="list-style-type: none"> 1. Remove name from post

REVISION HISTORY

School Council approval not required (Consultation recommended).

Facebook Guidelines and Code of Conduct					
Version	Date Created	Date Ratified at School Council (if required)	Revisions Made	Leader of Policy	Next Policy Review
1	July 2019	July 2019	Facebook Guidelines and Code of Conduct developed	Stuart Telford	March 2020
2					