



FACEBOOK USAGE POLICY

Rationale:

Our school acknowledges that there are increasing numbers 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.

Aim:

Nyora Primary School aims to

- grow our school and community's understanding of social media and to make connecting with our school more convenient for our families;
- allow our community to keep up to date with activities through a medium which is preferred by many;
- to seek input (through comments and 'likes') from our families;
- build our school community by building our school spirit;
- provide a positive focus for our school and bring everyone's attention to the things we do that make our school community great.

Policy Statement:

The school reserves the right to suspend or cease using Facebook at the discretion of staff and our 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 relevant governing body.

Implementation:

ADMINISTRATION GUIDELINES

1. The official Nyora Primary School Facebook Page (hereafter referred to as the "Page") will be administered only by one or more nominated representatives from the school (hereafter referred to as the "Administrator")
2. The Administrator is responsible for posting "status updates". Staff or nominated School Council representatives wishing to add information or other items (e.g. photos, videos and links) to the Page must forward such information to the Administrator with a request.
3. Content must be accurate and appropriate, including photos, student work with no surnames attached and the necessary associated permissions, remembering that specific permission for allowing student/staff photos on Facebook must be obtained. This is the responsibility of the staff member requesting the item to be added, not the Administrator of the Page.
4. School staff should refrain from adding "Comments" to the Page, unless approval has been obtained from an Administrator. School staff should be aware that any activity such as commenting or 'liking' content on the Page can identify that staff member's presence/account on Facebook.
5. Members of the public are able to comment on status updates. The comments will appear in real time – unrestricted by immediate moderation. The Administrator is automatically notified via Facebook Notifications of any comments added to the Page.

6. The rights and responsibilities of the Administrator include, but are not limited to:
- a) Adding information/updates to the Page within a reasonable time of being requested to.
 - b) Monitoring the comments made by members of the public and blocking individuals.
 - c) Deleting inappropriate comments made by members of the public and blocking individuals from making further comments, where this is deemed warranted.

HOW TO INTERACT WITH THE FACEBOOK PAGE

- IDENTIFIABLE ACCOUNTS

All users (following or commenting) interacting with Nyora Primary School's Facebook page, must do so using a Facebook account that is identifiable.

- POSTING COMMENTS

Nyora Primary School encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page. When comments are made we are happy for people to register their support through a Facebook comment or a 'like'. We will however, not support interactions that incite negative sentiments. First names only of staff, students, or school community members may be used in positive ways.

Initially, users will be able to comment on the school's postings and on comments made by other users. Users will also be able to 'like' or post a comment by clicking on a button. Users will not be able to author a posting of their own or load media such as video or photos.

- UNDERAGE FACEBOOK USERS

Nyora Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We recognise that children, under parental supervision, will view our school's Facebook page and contribute to content via their parents Facebook account. We believe the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces.

- MODERATION AND BLOCKLISTING

Nyora 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 deliberate breaches to this policy may include prohibiting a user from interacting on the school's Facebook page.

- PRIVACY

Parental consent for the use of student photos will be obtained on an annual basis.

- THE LAW AND FACEBOOK'S TERMS

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

Evaluation:

This policy will be reviewed as part of the school's three-year review cycle.

This policy was last ratified by School Council on....

Insert Date