

Facebook Page Policy

This procedure is applicable to: all Department for Education employees at Paringa Park Primary School.

Document control

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Revision Record

Date	Version	Revision description

1. Title

Paringa Park Primary School Facebook Page Policy

2. Purpose

To set clear guidelines for children, staff and parents on the purpose, place and type of social media usage at Paringa Park Primary School, specifically Facebook.

3. Scope

These guidelines explain the basic rationale and expectations for social media for parents and families with children from Reception to Year 7.

4. Objectives

To make clear to parents and families, the processes of communication through social media that they can expect at Paringa Park Primary School.

By having the Paringa Park Primary School Facebook page, we aim to:

- Provide current families with another way to access information about events being held at school. Our Facebook page will not replace any current methods of communication.
- Provide the school with a fast way to contact families; i.e. if help is needed for excursions, returning notes, assembly reminders, etc.
- Provide current, and possible future families, with a way to connect to information about our culture; i.e. what we believe is important to promote high levels of learning and growth for children.

5. Procedure detail

Rationale: "Social media can be a very effective tool for communication and relationship building with your community or stakeholders." (DECD Social Media Guideline 2015)

At Paringa Park Primary School, we recognise the need to provide our community with a range of options for finding out what is happening at our school. Educators at Paringa Park Primary School recognise that we have a duty of care for the wellbeing of the children in our care. We need to be aware of our legal and ethical obligations before posting onto our Facebook page.

Contact:

- Families and community members will find a link to our Facebook page on our website: <http://www.paringpkps.sa.edu.au/>
- The address for our Facebook page is: <https://www.facebook.com/Paringaparkprimary/>

Administration:

- The PPPS Facebook page will be primarily administered by the school Leadership team, with the option of adding additional staff members to have full access as administrators or contributors.
- The administrators or contributors of the PPPS Facebook page will be the only people able to upload any content.
- Our current administrators are the Principal, Deputy Principal and Senior Leader.

- To protect individuals and minimise the possibility of inappropriate material being linked to our Facebook page, administrators will not follow/friend from the PPPS Facebook page.
- Administration will be reviewed annually.
- Two contributors are elected by Governing Council each year for the purpose of using the PPPS Facebook page for Governing Council business (e.g. subcommittee meeting reminders)

Content:

- Content will include occasional photos, coming events, reminders to families, notes about our program, health and safety information (where relevant) and policy information.
- Some items that would normally appear in our fortnightly newsletter may be added as an individual post. The school website will be the primary location to access information and news about our school. Only highlights will appear on the PPPS Facebook page and a link will be provided back to the website.
- Occasionally the administrators or contributors may upload a link (to a separate website) that is in line with the school’s pedagogy.
- To minimise the possibility of inappropriate comments being made, school leadership, along with the Governing Council may choose to review current procedures and request a change that all posts and comments must first be read and approved by Administrators, ensuring they are positive and helpful.
- Inappropriate comments, posts and content will be removed by administrators.

Access:

- Access to the PPPS Facebook page will not be restricted. This will enable easy access for all family members and lessen the workload for administrators who would not need to monitor request for access and then begin a new access group each year when new children begin.

6. Roles and responsibilities

Party / parties	Roles and responsibilities
Children	As Facebook requires all users to be at least 13 years of age, the Paringa Park Primary School Facebook page is not intended for student access or use.
Parents/Caregivers	<ul style="list-style-type: none"> • Complete parental consent permission forms regarding sharing of images and videos of your child online through our school website/Facebook page, deciding what is appropriate for your family and circumstance • Follow parent and volunteer code of conduct (***)ADD LINK) when commenting and interacting on the PPPS Facebook page • Ensure comments are positive and helpful • Access and check the PPPS Facebook page to locate up to date news and announcements • Follow established procedures when making a complaint (***)ADD LINK) and not sharing these on the PPPS Facebook page.
Teachers	<ul style="list-style-type: none"> • Read and follow the DECD Social Media Policy • Read and follow the Protective Practices Guidelines for staff. • Utilise the PPPS Facebook page responsibly, as per department guidelines • Apply to the PPPS Leadership Team to become a contributor of the PPPS Facebook page to share content • Use only the official PPPS Facebook page to share content • Use only school devices to contribute images/videos of children to the PPPS

	<p>Facebook page.</p> <ul style="list-style-type: none"> • Before posting images/videos of children, all relevant permissions must first be checked with the front office. • Not to store images or videos of children on private phones or devices • Treat vulnerable children and young people with special consideration and identify those whose circumstances and/or personal characteristics place them at increased risk of harm when using social media. This may include children under court orders where contact between a child and another person, including a family member may be unlawful.
School leadership	<ul style="list-style-type: none"> • Read and follow the DECD Social Media Policy • Read and follow the Protective Practices Guidelines for staff. • Utilise the PPPS Facebook page responsibly, as per department guidelines • Participate as an administrator on the PPPS Facebook page • Share and approve content • Review and monitor all posts and comments. • If needed, consider changing procedures so that all posts must first be approved by administrators. • Remove inappropriate posts, comments and content. • Seek and manage (with support of administration staff) parent/family permission regarding sharing of images/videos of children online (through beginning of year documentation packs to families) for the PPPS Facebook page and school website. • Use only the official PPPS Facebook page to share content • Use only school devices to contribute images/videos of children to the PPPS Facebook page. • Before posting images/videos of children, all relevant permissions must first be checked with the front office. • Not to store images or videos of children on private phones or devices • Treat vulnerable children and young people with special consideration and identify those whose circumstances and/or personal characteristics place them at increased risk of harm when using social media. This may include children under court orders where contact between a child and another person, including a family member may be unlawful.

7. Monitoring, evaluation and review

The Paringa Park Primary School Facebook Policy will be shared and explained to all staff as part of the initial induction at the beginning of each year.

Governing council and staff will review the policy on a regular basis or as questions and concerns are raised by significant numbers of parents, children or staff.

8. Definitions and abbreviations

Term	Meaning

9. Associated documents

DECD Social Media Guidelines published 1/6/2015

Policy Social Media: <https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-policies/social-media-policy.pdf>

Guideline Social Media: <https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-guidelines/social-media-guideline.pdf>

Protective practices for staff in their interactions with children and young people Guidelines for staff working or volunteering in education and care settings

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-guidelines/protective-practices-staff-interactions-children-young-people.pdf>

10. References