Florey Primary School Facebook Page Guidelines and Procedures

This procedure must be read in conjunction with Florey Primary School Communications Guidelines

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1.   Overview

1.1.   These guidelines set out how the school will present information on Facebook and how parents, students and citizens must behave in their comments and reactions. They describe the rationale for the guidelines, appropriate posts and the methods of monitoring and responding to posts.

1.2.   Florey Primary School Facebook Guidelines provide a framework for effective and respectful communication that: -

- is a positive publicity point for the school to the greater community
- promotes positive communication between the school and families
- streamlines communication
- shares information and updates about the school and community
- informs and reminds parents/carers of upcoming events and their details
- provides immediate updates and information about unexpected happenings
- shares student work and school successes.

2.   Rationale

2.1.   Florey Primary School believes effective communication between members of the school community is fundamental to: -

- supporting student learning and welfare
- encouraging positive partnerships and participation
- supporting family participation through timely action.

2.2.   Facebook as a communication medium has a unique set of requirements to ensure safe and appropriate use of content by all users.

3.   Procedures

3.1.   Communication via the Florey Primary School Facebook page will provide the following types of information: -

- sharing of student work

- provide discussion questions
- sharing programs that are working well in cohorts
- promoting Positive Behaviours for Learning
- promoting Professional Learning Communities
- sharing special visitors/visits
- reminders, updates, news:
    - Swimming , Athletics, Cross Country Carnivals
    - Book Week, NAIDOC Week, Reconciliation Week
    - canteen publicity/reminders
    - reminders about assemblies, school photo day, excursions
    - extra curricular celebrations (Rostrum, sports days)
    - reminders about school uniforms
    - notes to be returned
    - general messages (Happy Holidays, have a great break, public holidays)
    - reminders about morning teas, community connects, parent information nights and general school/community outreach events
    - reminders about P&C events – Trivia, Christmas Parties, Walk-a-thons
    - welcome new staff/farewells.

3.2 Facebook Administrator Responsibilities: -

- two elected staff members will respond to posts and comments within two working days
- staff and school groups who would like to share posts, reminders and events on the page can email the account with information they would like uploaded to the elected staff members
- the page will be active at all times and monitored at regular times by the Facebook page administrators
- direct posts from Facebook members who "like" the Florey Primary School Facebook page ('fans') will be disabled. Only posts from the administrators will be published on the page.
- 'fans' will be able to comment on posts made by the page administrators. The posts made by 'fans' will be managed using the developed guidelines (see below)
- private messaging from Facebook members will not be enabled where comments include questions which require a response. The administrators will work on a traffic light system (see below – "Traffic Light System"). The traffic light system will be in place to encourage and maintain a community connection to the school, rather than through virtual means, (see Appendix 1).
- deleting content that contravenes these guidelines.

3.3 Community responsibilities- By posting comments on the Florey Primary School Facebook Page you are agreeing to adhere to the following: -

3.3.1 *protecting your personal privacy and that of others*
- when making a comment do not include any private or personal information about yourself or other people. Private and personal information includes details like your home address, your email account, phone numbers, banking details etc.

3.3.2 *ensuring you have permission to post images, videos, links or other resources*

- when posting information, documents, videos or images to the page make sure you own the copyright or have permission from the content author to use their materials
- when people, places or property are identifiable in a video or photo ensure you have the correct permissions and personal releases to post the content online
- do not post photos of the students or teachers at Florey Primary School (whether you have permission or not)– This is in accordance with the Florey Primary School Photo and Video Guidelines.

3.3.3   *being respectful of other people's experiences, cultures and community opinions*
- do not abuse, harass or threaten others
- do not make defamatory, slanderous or comments of a personal nature about individuals, cultures, places or nations
- do not use insulting, provocative or hateful language about individuals, cultures, places or nations
- do not use obscene or offensive language
- do not make comments that racially or religiously vilifies an individual or nation.
- do not make comments which may incite, induce or aid violence, discrimination, harassment, victimisation or hatred towards individuals or nations
- do not incite, encourage or make reference to conduct that may constitute a criminal or civil offence.

3.3.4   *posting information that is relevant to the forum, page or discussion topic*
- make sure your comments and input is relevant to the issue that's being consulted on and discussed
- represent your own personal views or that of an organisation you're authorised to represent – do not impersonate or falsely represent any other person.

3.3.5   *not posting material that is defamatory or in breach of any law.*

3.4   **Additional moderation considerations**
- Comments that promote commercial, business or political party interests may be subject to moderation.
- The posting of weblinks, videos or images without a comment or context may be considered as 'spam' and will be subject to moderation.

3.5   **Wall post guidelines**
   The following guidelines provide advice to ensure wall posts will not be deleted.
3.5.1   Florey Primary School (and The Education Directorate), cannot endorse any sites referred to by fans in any comments or discussion submissions. Parents please ensure you monitor your child's internet usage and check the sites they are accessing.
3.5.2   Views expressed on our wall may not be the views of Florey Primary School.
   Please make sure your comments are appropriate before submitting them. Inappropriate comments could be anything that is:
- inclusive of photos of students or teachers (even with permission) – This is in connection to the Florey Primary School Photo and Video Guidelines
   http://www.floreyps.act.edu.au/our_school/policies_and_procedures
- inclusive of information identifying student or teacher identities and/or contact information
- off-topic or spam
   (Posts that are considered 'spam' and all content that breaches Facebook's independent policies and statement of rights and responsibilities will be

removed)
- soliciting funds, goods or services, or advertising
- racially, ethnically or religiously offensive
- defamatory
- threatening, harassing or abusive
- obscene, profane or vulgar
- illegal or encouraging of criminal acts
- known to be inaccurate or contains false attribution
- infringing on copyright, trademark or any other rights of others
- impersonating anyone else (actual or fictitious).

3.5.4   Please note that any posts deemed inappropriate will be deleted.

3.6 Disclaimers

- Facebook Accounts for Florey Primary School are maintained and moderated by elected school staff
- A 'like' or reaction by a school account does not reflect an official school review
- A 'like' or reaction by a Facebook 'fan' of a Florey post does not reflect an endorsement by the school of that Facebook user
- Where links are provided to external websites it is done as a convenience to users and may not be under Florey Primary School's control. Florey Primary School does not take responsibility for the content or reliability of external links, or for any loss or inconvenience arising from their use.
- Florey Primary Schools' social media accounts are open for public comment but does not endorse, and is not accountable for, any views expressed by third parties using social media, external content, links and views are those of the original author.
- Please be aware that all websites and social media sites are public spaces on the internet. Most interactions are publicly viewable, can be traced back to their origin and are searchable over time.
- When the community uses Facebook they are using an external site. Facebook has its own guidelines and legal policies and the community are bound by their terms and conditions of use. Florey Primary School encourages everyone to read the information posted on the sites before participating in Facebook.

4   Contact

4.1   Florey Primary School is responsible for this procedure.

4.2   For support contact Florey primary School on (02) 62058011.

5   Complaints

5.1   Any concerns about the application of this procedure or the procedure itself, should be `raised with:

- the school principal in the first instance;
- the Directorate's Liaison Unit on (02) 6205 5429;
- online at http://www.det.act.gov.au/contact_us;
- see also the *Complaints Policy* on the Directorate's website.

6   References
6.1   Definitions

6.1.1 'Community' refers to parents and carers, students, staff and other stakeholders such as Board members

6.1.2 'Families' refers to parents and carers of students

6.2 **Related Policies and Documents** - Link to related policies or other documents.
- Florey Primary School Communications Guidelines
- Florey Primary School Photography and Video Guidelines

Appendix 1.
Traffic Light system for triaging comments

Green – *standard or generic enquiries*
Questions which can be answered by page administrators and responses to positive comments

- General questions about events, notes, reminders, clarification on posts.
- Responding to positive comments about school, posts, events etc

Questions will be answered in the comments section of the post, any positive ` comments about posts will be acknowledged by page administrators.

Sarah H:
"I didn't seem to get a swimming carnival note in my daughters bag. Can another be sent home please?"
Florey Primary School:
"Hi Sarah, thanks for your question. You can pick up a new note from the front office if there aren't any more available in the classroom."

Sarah H:
"These science experiments look wonderful! Well done to the students and the hard working teachers!"
Florey Primary School:
"Hi Sarah, thank you for the comment! The students in 3/4BA worked really hard on these science experiments!"

Orange – *for individual or 'obscure' enquiries*
Question needs to be answered by school administration or classroom teacher
- Questions about payments, costs of excursions, student information, school notes, update of details, canteen questions etc
- General administration questions beyond the knowledge of the page administrators
Questions will be acknowledged on the post and details forwarded to front office staff (admin@floreyps.ed.act.edu.au) or classroom teacher if relevant.

Julie T:
"Sam has not brought home a receipt for our payment for the Year 5/6 camp. When will this be sent?"
Florey Primary School:
"Hi Julie, this is a great question for the front office or your classroom teacher. Your question has been forwarded to the email admin@floreyps.ed.act.edu.au. Please contact the office via telephone, email or walk in to have your question answered"

Please note: "Touchy" comments or complaints may not be subject to removal if they are not in breach of the guidelines, as individuals have a right to speak their opinions.
Eg.
Julie T
"The swimming carnival is a waste of time! Why bother?!?!"
Florey Primary School
"Hi Julie,

Thank you for sharing your concerns. Learning to swim and water exposure is very important to the development of a child's swimming ability and active lifestyle. At Florey Primary School we encourage all students to participate in swimming, both recreationally and/or competitively. The swimming carnival is an excellent way of involving the school community in a positive school event."

Red Level – *for highly sensitive or high profile enquiries*
Questions which cannot be answered by page administrators or front office staff and require the assistance of a member of the executive team/principal.

Comments or questions that are in breach of the Facebook Page Guidelines and require further action/acknowledgement.

- Questions about curriculum, department, school operation, current affairs relating to the school or staff.
- Negative comments/feedback about Florey Primary School

If appropriate and not in breach of wall post guidelines the comment will be acknowledged

Julie T:
"My son requires an assessment from the school counsellor, can you tell me when this will take place?"
Florey Primary School:
"Hi Julie, thank you for your question. You may require assistance from the Florey Primary executive team/classroom teacher. Your question has been forwarded to the email admin@floreyps.ed.act.edu.au*."*
May also include:
-You should be contacted shortly. If you require action sooner, please contact the front office to make an appointment with the relevant staff member.
-Please contact the front office to make an appointment with a member of our staff who can assist you further"

If a comment is in breach of wall post guidelines a screenshot of the comment will be taken down, the post will be deleted and a report of the post will be forwarded to the relevant member of the executive team for further action.