



OFFICIAL SCHOOL FACEBOOK PAGE POLICY

February 2019

RATIONALE

The purpose of the policy is to support the safe and positive use of an official school Facebook page as a means of communication and promotion of South Halls Head Primary to the school community.

AIMS

- To provide a method of informing the school community about matters relating to the school, such as key dates, excursions, camps, student achievements and daily activities.
- To provide a means for involving comment and discussion on such school related events or matters.

IMPLEMENTATION

- The official South Halls Head Primary School Facebook Page (hereafter referred to as the 'Page') will be administered only by one or more nominated representatives from the school's administration team (hereafter referred to as the 'Administrator').
- The Administrator is responsible for posting 'status updates'. Staff or nominated School Board representatives wishing to add information or other items (e.g. photos and links) to the Page must forward such information to the Administrator with a request.
- 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.
- School staff must 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.
- 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.
- 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.