



# Macedon Primary School Facebook Policy

## Rationale:

1. The intent of the Macedon Primary School Facebook page is to provide a hub for responsible school engagement allowing our community to stay up to date with school activities through a medium preferred by an increasing number of people.
2. The Facebook page will initially be trialled for one month following launch.
3. The school's Facebook page is a form of communication in addition to the school newsletter and Skoolbag app and is intended to be an interactive and immediate source of information.
4. Our school proactively supports responsible participation in social media and role modelling. This page will be a Public Page.
5. Accessing and commenting on the Macedon Primary School Facebook page requires acceptance and compliance with this Policy which includes the Guidelines below.

## Administration of the Facebook page:

6. The day to day operation of the Facebook page will be managed by an administrator and a deputy administrator.
7. The administrator will be appointed in the school council's discretion and selected from one of the school's existing administration/business services staff for a term of 12 months.
8. The deputy administrator will be appointed in the school council's discretion for a term of 6 months and be selected from the parent representatives on the school council.
9. The administrator's role will include: uploading school content, reminders and updates, the newsletter, policies and any other relevant content and also responding to comments that relate to the school content which has been uploaded. Before approving such content to be uploaded, the administrator must first check the student's enrolment record to ensure that parent consent has been given for the relevant content to be uploaded. The administrator has the right to ban users who do not comply with the Policy or Guidelines. The administrator must check the Facebook page twice each day (once in the morning and once in the afternoon) and respond to all queries in a timely manner.
10. The administrator's role will also include: monitoring and reviewing comments made by users of the Facebook page, responding to comments and, if necessary, removing comments in line with the Policy. The administrator has the right to ban users who do not comply with the Policy or Guidelines.
11. The 'tag' functionality will be disabled on the Facebook page.
12. The deputy administrator will support the administrator in his/her activities and take on the administrator's role in his/her absence.
13. The Facebook page will be closed and not monitored during all school holidays, public holidays and weekends.

## Macedon Primary School Facebook Page Guidelines:

The Facebook page has been set up to share details about activities at Macedon Primary School. To ensure the page is a positive reflection of the great things happening at our school the school requires users to follow the guidelines below:

14. Facebook users who have 'Liked' the page are able to comment on the school's posts and events, and on comments posted by other users. Users are not able to author a post of their own or load media such as video or photos.
15. We do not endorse primary school children creating their own Facebook accounts. We encourage parents to share our page with their children through their accounts and to use our Facebook page as a role model for communication through social media.
16. We encourage you to provide feedback and comments. However, we ask you to be respectful and contribute in a positive and constructive manner. Should you wish to bring a concern to the school's attention, this should be done by contacting the school directly to ensure we are able to deal with this matter in a timely and appropriate manner.
17. The Facebook page does not have a private messaging functionality. If you need to contact the school, please speak to your child's teacher or call us on 5426 1518.
18. The page administrator reserves the right to remove any content which it deems to be in breach of the Policy including the Guidelines. This includes discriminatory, illegal or obscene comments, spam or any content which may break intellectual property laws. The school will report any unlawful online behaviour and comments to the appropriate authorities.
19. Should you fail to comply with the Policy or Guidelines, you may be banned from the Macedon Primary School Facebook Page.

**Macedon Primary School reserves the right to remove content if it contains:**

- Offensive, abusive, obscene, profane, hateful, racist or discriminatory content, links or images
- Comments that threaten or defame any person
- Solicitations and advertisements for personal gain
- Multiple or repetitive posts by a single user
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Anything else that does not align with the school's values, standards, policies and guidelines

***This Policy was last reviewed and endorsed by the School Council on 9 May 2017. It will be reviewed from time to time at the School Council's discretion.***