



FACEBOOK Code of Conduct Policy

RATIONALE:

This policy and code of conduct has been created to guide the implementation of our Facebook site for Hastings Primary School. The owner of Hastings Primary School's Facebook page will be the school's Principal and Assistant Principal and posts will only be published to the page with Principal and Assistant Principal permission. This permission may be delegated to school staff as deemed necessary.

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

PURPOSE:

Our intent is to grow our school and communities understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. But overwhelmingly, our Facebook page is a place where we build our community by enhancing school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

AIMS:

- To ensure that DET and legislative requirements in relation to social networking, and in particular, Facebook are adhered to and that all users and moderators of the Hastings Primary School Facebook page are aware of these policies and requirements.
- That all Facebook users and moderators are aware of appropriate user guidelines and steps that will be taken to deal with inappropriate use.
- To mitigate the risk of civil or criminal legal action and damage to Hastings Primary School's reputation.
- To ensure the smooth and successful running of the Hastings Primary School's Facebook page and to promote Hastings Primary School as a best practice model of technological innovation and wider school community engagement.

GUIDELINES:

This policy is in line with

- Telecommunications Act 1997
- Facebook Terms and Conditions
- Child Safe Standards

IMPLEMENTATION:

Tagging or naming student photos:

Photos of students are posted with reference to Department of Education publishing permission forms, completed on enrolment and other parent permission forms. For privacy and protection, please do not tag photos of children and please do not name them in your comments. Tagging of parents or friends within the comment box is permitted with the understanding that all other rules of engagement are followed.



Using Student Names in posts:

Student first names may be used in posts. The use of names will be consistent with use in school newsletters and will not identify individuals directly. The use of names in thanking or congratulating individuals helps us to build school pride.

Interacting with Hastings Primary School's Facebook page:

- Users will be able to comment on the school's postings and on comments by other users. Users will be able to 'like' a post or comment.
- Users will not be able to author a post of their own or load media such as photos or videos unless they have administration rights.
- Administrators will include Hastings Primary School staff as appointed by the Principal and will be reviewed yearly.
- Our page will serve as a platform for the exchange of information, its programs and activities and to celebrate student achievements.
- Dates and times of events will not be published to our Facebook page.
- The school will not respond directly to requests or direct messages on Facebook.

Underage Facebook Users:

Hastings Primary School does not endorse children under 13 years of age (a threshold imposed by Facebook), having their own Facebook account. We encourage children under parental supervision to view our school's Facebook page and contribute to the content. We believe our communities conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Raising Issues:

Hastings Primary School wishes to remind the community that some things are best dealt with privately. Issues involving staff or students must not be raised on the Facebook page. We will not allow interactions that incite or fuel negative sentiments. We ask that you do not use the names of our teaching and administration staff, students or any other members of the community in any posts. If any member of our school community wishes to raise an issue or concern, they should first see their child's teacher, or a member of the Principal team.

We reserve the right to remove comments that are racist, sexist, abusive, profane, violent, obscene, spam, that advocate illegal activity, contain falsehoods or are wildly off-topic, or that libel, incite or threaten Hastings Primary School's students, employees, guests or other individuals. Comments are also subject to Facebook's Terms of Use and Code of Conduct. We will not permit messages selling products or promoting commercial, political or other ventures. Facebook encourages all users to use the "Report" link when they find abusive content

Breach of Conduct:

Hastings Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

Moderating Comments:

Hastings Primary School reserves the right to set the strength level of the profanity filter.

All posts will be subjected to moderation in accordance with these provisions:



Constant criticism and/or derogatory comments	<ol style="list-style-type: none"> 1. Remove comments 2. Review moderation process 3. Advise user of Code of Conduct 4. Report/Block user
Swearing	<ol style="list-style-type: none"> 1. Remove comments 2. Advise user of Code of Conduct 3. Report/Block user
Posting Myths, Rumours, Untruths	<ol style="list-style-type: none"> 1. Dispel myth with fact 2. Advise user of Code of Conduct
Page is hacked	<ol style="list-style-type: none"> 1. Remove comments 2. Remove page
Students surnames used in comments	<ol style="list-style-type: none"> 1. Remove comment 2. Advise user of Code of Conduct

Social Media Appropriateness Checklist -completed at Hastings Primary School:

Social media accounts like Facebook need to be monitored after hours, on weekends and on holidays. Do you have one or more staff members prepared to do this?	YES
Has the school ensured that the privacy of students, their parents/guardians and staff is not compromised by the initiative?	YES
Have you established: <ul style="list-style-type: none"> • Who will write the posts? • The correct tone for the posts and the type of messages you want to post? • Who will approve the posts? (Generally Principal or delegate) 	YES
Have you considered: <ul style="list-style-type: none"> • How you will respond to posts – negative and positive? • Who will give approval to respond to these posts? (Generally Principal or delegate) 	YES
Have you read the Terms of Service on the nominated Social Media sites? http://www.facebook.com/terms.php?ref=pf	YES
Have those responsible for the page read the DET Department Guide to using social media?	YES
Have you ensured only those students/parents who have completed the Department of Education publishing permission forms, completed on enrolment and other parent permission forms have their photos published?	YES

Terms and Support Documentation

The law and Facebook's terms of Hastings Primary School's page operate under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions. Additionally, the Facebook page is subjected to the Victorian Government/Department's workplace occupational health and safety guidelines including provisions relating to bullying and discriminatory behaviours. Please also refer to further information and support documentation below;

1. Department Guide to using social media
<http://www.education.vic.gov.au/school/principals/spag/governance/Pages/socialmedia.asp>
x



2. A step-by-step guide for responding to online incidents of inappropriate behaviour affecting students
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/incidents.pdf>
3. Creating respectful and safe communities
<http://www.education.vic.gov.au/school/parents/behaviour/Pages/safecommunities.aspx>
4. Child Safe Standards: Creating a safe environment
<http://www.education.vic.gov.au/school/teachers/health/childprotection/Pages/safeenviro.aspx>
5. DET: Responding to incidents: Step by step guide
Removing inappropriate content from Facebook
<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages.teachrespond.aspx>
6. Facebook: Statement of Rights and Responsibilities/Terms of Service
<http://www.facebook.com/terms.php>

Relevant Legislation:

1. Public Administrations Act 2004
http://www6.austlii.edu.au/cgi-bin/viewdb/au/legis/vic/consol_act/paa2004230
2. Education and Training Reform Act 2006
<http://www.education.vic.gov.au/about/department/legislation/Pages/act2006.aspx>
3. Telecommunications Act 1997
http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/consol_act/ta1997214

EVALUATION:

This policy to be reviewed yearly and is due for review in 2020.