Murrayville Community College Facebook Page Policy

Rationale

The widespread use of Facebook as a social networking platform provides opportunities to respectfully communicate and engage with current and prospective school community members. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. Most of all, our Facebook page is a place where we build our community by building school spirit. The purpose of this policy is to support the safe and positive use of the official school Facebook page and share news about the activities and achievements of the students and staff of Murrayville Community College to the school community and wider community.

Aims

- To grow our school community by promoting all the things that make our school great.
- To provide an additional method of engaging with the school community to share student activities, achievements and other news.

Implementation

1. The Murrayville Community College Facebook Page (hereafter referred to as the "Page") will be administered by two or more representatives from the school council and staff (hereafter referred to as the "Administrators").

2. The role of the Administrators includes, but is not limited to:
    a) Posting updates to the Page;
    b) Monitoring comments and deleting inappropriate comments in a timely manner;
    c) Blocking individuals from making further comments, where this is deemed warranted in consultation with the school Principal.

3. Administrators must choose the Facebook Page account option to receive email notifications of any comments or posts to the Page.

4. a) Parental consent for the use of student photos and first names will be obtained on an annual basis. (Surnames will not be used.)
    b) Staff consent for the use of photos and first names will be obtained initially when the facebook page is launched or when new staff are appointed. Staff may withdraw consent at any time.

5. All content posted must be accurate and appropriate. It is the responsibility of the Administrator posting to ensure that only photos and/or names of students/staff for whom consent has been granted are used. A published list will be provided to Administrators of all students and staff without consent.

6. As the Page will be visible to the whole school community, private or confidential information about students, staff, policies or events should not be disclosed.

7. Members of the public are able to comment on Page posts. The comments will appear in real time, unrestricted by immediate moderation. Administrators will be automatically notified by email of any comments or posts to the Page.

Adopted by College Council : 25 June 2018

8. The page is not the correct forum for complaints, issues or questions regarding specific staff members, programs or policies.   These are better addressed directly to the school.

9. Comments deemed to be negative, abusive or non-constructive will be modified or deleted by the school's Administrators.

10. School staff will be made aware that any activity such as "liking" or commenting content on the Page can identify that staff member's personal account on Facebook, though only the "public" posts on their personal account will be visible.

11. Facebook's Terms of Service state that users must be 13 years of age or older to have a Facebook account. We encourage children under parental supervision to view our school's Facebook page.

12. The school will endeavour to not post photos which include students from other schools.

13. The school reserves the right to suspend or cease using Facebook at its discretion.

References:

Teacher VIT Professional Code of Conduct

http://www.education.vic.gov.au/school/principals/health/Pages/lolsocialmediacodes.aspx

Department Guide to using social media

http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx

Evaluation

When First Approved: 25th June 2018

When Reviewed / Modified: