Policy Statement

Coolaroo South Primary School acknowledges that there is an increasing number of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with audiences in new ways.

The school reserves the right to suspend or cease using Facebook at the discretion of staff, Principal and our school council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

By using social networking applications we aim to:

• grow our school and community’s understanding of social media and make connecting with our school more convenient for our families
• allow our community to keep up to date with activities through a medium which is preferred by many
• seek input (through comments and ‘likes’) from our families
• create an online school community by building our school spirit
• provide a positive focus for our school that bring everyone’s attention to the things we do that make our school community great

Implementation:

Teachers are to:
• adhere to the VIT Professional Code of Conduct Principle 1.5 when communicating electronically with parents and students and ensure that they do not breach the Department’s Information, Communications and Technology (ICT) Acceptable Use Policy. (Refer to Breaches of this Policy section for details)

Breaches of this policy are defined in 4 categories:

1. Illegal
   • Child pornography
   • Objectionable material

2. Extreme
   Non-criminal use of material that has or would attract a classification of RC.

3. Critical
   Material that:
   • Has or would attract a classification of X18+ under Guidelines for Classification of Films and Computer Games 2005 or National Classification Code scheduled to the Classification (Publications, Films and Computer Games) Act 1995 (Cth). The material covered by this classification is only available for hire or sale in the ACT and Northern Territory, and covers sexually explicit material that contains real depictions of actual sexual intercourse and other sexual activity between consenting adults;
   • Involves racial or religious vilification;
   • Is unlawfully discriminatory;
   • Is defamatory;
   • Involves sexual harassment; or
4. **Excessive personal use during working hours**
   This category includes personal use, which adversely affects, or could reasonably be expected to adversely affect the performance of the employee's duties and the use is more than insignificant.

- **Identifiable Accounts**
  All users (following or commenting) interacting with Coolaroo South Primary School’s Facebook page, must do so using a Facebook account that is identifiable.

- **Posting Comments**
  Coolaroo South Primary School encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page. When comments are made we are happy for people to register their support through a Facebook comment or a ‘like’. We will however, not support interactions that incite negative sentiments. Names of staff, students, or school community members must not used in any negative postings

- **When Can I Use Names In Posts?**
  You can use first names in posts when you wish to acknowledge someone’s great work or community contribution. Our philosophy is that our Facebook page will be used to build our school spirit, inform our community about our work, and connect people

- **How To Interact With The Facebook Page**
  Initially, users will be able to comment on the school’s postings and on comments made by other users. Users will also be able to ‘like’ or post a comment by clicking on a button. Users will not be able to author a posting of their own or load media such as video or photos

- **Underage Facebook Users**
  Coolaroo South Primary School does not endorse children under the age of thirteen 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 content. We believe the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces

- **Moderation And Blocklisting**
  Coolaroo South Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page’s blocklist.
  Actions resulting in deliberate breaches to this policy may include prohibiting a user from interacting on the school’s Facebook page

- **Privacy**
  Parental consent for the use of student names and photos will be obtained upon enrolment. Parents are to notify the school if circumstances arise that require the permission to be cancelled.

- **The Law And Facebook’s Terms**
  Coolaroo South’s Primary School’s Facebook page operates under the Commonwealth Telecommunications Act and Facebook’s Terms

**References**
Teacher VIT Professional Code of Conduct

DEECD Guide to Using Social Media

Information, Communications and Technology (ICT) Acceptable Use Policy (DEECD)

Facebook Policy
Date ratified: 26/02/2014
This policy will be reviewed annually or more often if necessary due to changes in regulations or circumstances.