



Facebook Policy and Code of Conduct POLICY

RATIONALE

This policy and code of conduct has been created to guide the implementation of the Facebook site for Ringwood Heights Primary School. An original Facebook page was created several years ago by Parents Club to support the communication between the school administration, staff and parents. Since this page was created a communication app; Flexibuzz has been introduced which communicates daily happenings, reminders and has the important capacity to alert the community of any emergency.

PURPOSE

The purpose of the Facebook page has been discussed with the view to ensuring that both platforms serve their role in strengthening the school community and enhance the wellbeing and connectedness of all community members in a positive and united way. To this end, the Ringwood Heights Facebook Policy (2018) has been developed to define appropriate terms of use by parents and staff.

How will the two platforms work?

Flexibuzz : Organisational/RHPS Community/PRE activity

- Emergency alerts (Evacuations, delayed buses.....)
- Excursions, activities and events (Dates, Details and Reminders)
- Term payments
- Booking Interviews
- Advising absences

Facebook : Public/Promotional/celebratory/'Real Time' – POST activity

- Photos of events (on the day or shortly following)
- Achievements
- Awards, acknowledgments
- Assembly summary

GOALS

1. To ensure that DET and legislative requirements in relation to social networking and in particular, Facebook, are adhered to (see support documentation) and that all users and moderators of the Ringwood Heights Primary School page are aware of these policies
2. That all Facebook users and moderators are aware of appropriate usage guidelines and steps that will be taken to deal with inappropriate use
3. To mitigate the risk of civil or criminal legal action and damage to Ringwood Heights Primary School reputation
4. To ensure the smooth and successful running of the Ringwood Heights Primary School Facebook Page and to promote Ringwood Heights Primary School as a best practice model of technological innovation and wider school community engagement.

GUIDELINES

Interacting

- 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 by clicking on the like button.
- Users will not be able to author a posting of their own or load media such as photos or videos unless they have administrative rights
- Administrators will include Ringwood Heights staff as appointed by the Principal and Executive officers of Parents Club and will be reviewed annually.
- Our Page will serve as a platform for the exchange of information, its programs and activities.
- The school will not respond directly to requests or direct messages on Facebook.
- Flexibuzz will complement the Facebook Page and will be used for emergencies, reminders and daily happenings and will contain a Facebook link for ease of use.

Using of real names in posts

- No student's names are to be used in posts or comments. First name of adults only to be used. We do encourage you, if you wish to acknowledge someone's great work or community contribution. Facebook used in this way will build our community and a pat on the back goes a long way to supporting a positive school environment.
- Ringwood Heights does not endorse children under the 13 year old threshold imposed by Facebook to create their own Facebook account. Students should be supervised if viewing our Facebook Page and expect that community conduct on our Facebook Page will serve as a good role model for our students as to how to behave in social media spaces.

Raising Issues

- Ringwood Heights Primary School is happy to be alerted about issues via its Facebook Page but does wish to remind the community that some things are best dealt with privately.
- Issues involving any students, staff or other members of the community **MUST NOT** be communicated via Facebook. When issues are raised we are happy to see people support the issue via comment or a 'like'. We will not support any interactions that incite or contribute to overly negative sentiments. We also ask that you do not use the names of any student, staff or community member in any posting in reference to concerns. We reserve the right to block access by anyone who abuses our trust.

Friending Teachers

- All Victorian teachers operate under a Department of Education and Training Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction. Please do not seek to friend our teachers.

Moderating and Blocklisting

- Ringwood Heights Primary School reserves the right to set the strength level of the profanity filter and to add words and names to the page's blocklist.
- The school reserves the right to ban any user from interacting with its Facebook pages for breaches of the Code of Conduct.
- 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 comments2. Review moderation process3. Advise user of Code of Conduct4. Block User5. Remind all users of Code of Conduct
Swearing	<ol style="list-style-type: none">1. Remove comments2. Blocked by profanity filter3. Advise user of Code of Conduct4. Block User5. Remind all users of Code of Conduct
Posting Myths, Rumours, Untruths	<ol style="list-style-type: none">1. Diplomacy taken – thank user, dispel myth with fact2. If considered a deliberate untruth advise user of Code of Conduct
Parents creating alias'	<ol style="list-style-type: none">1. Block unknown users2. Remind community of code of conduct3. Continued breaches – take down page and inform community why
Page is Hacked	<ol style="list-style-type: none">1. Remove comments2. Relentless act – remove page temporarily
Students or Individual named in reference to a concern or negative issue	<ol style="list-style-type: none">1. Remove comment2. Advise user of Code of Conduct as well as Defamation Act (users need to be aware of potential legal consequences if a person is defamed)3. Block user4. Remind all users of Code of Conduct
Students name or adult surname used accidentally	<ol style="list-style-type: none">1. Remove name from post

Terms and Support documentation

- The Law and Facebook's Terms of Ringwood Heights Primary School page operates 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 behaviour. Please also refer to further information and support documentation below.

IMPLEMENTATION

- A copy of this policy is to be made available through the Ringwood Heights Primary School Website and attached to the Facebook Page
- All parents and community members who 'like', the Ringwood Heights Primary School Page accept the terms and conditions of this policy and code of conduct.

EVALUATION

Ringwood Heights Primary School Facebook Page is to effectively facilitate 'real time' transmission of educational and celebratory information to parents and the wider school community, build a positive school community and live the school values of Creativity, Respect, Responsibility, Friendship and Teamwork. Ongoing yearly evaluation of the success of this page will be undertaken as appropriate by the Principal and School Council.

Supportive Documentation

1. Creating Respectful and Safe Communities

<http://www.education.vic.gov.au/school/parents/behaviour/Pages/safecommunities.aspx>

2. Child Safe Standards: Creating a safe environment

<http://www.education.vic.gov.au/school/teachers/health/childprotection/Pages/safeenviro.aspx>

3. DET : Acceptable use policy, Communications and Technology (ICT) Resources

<http://www.education.vic.gov.au/Documents/school/principals/infrastructure/ictacceptableusepolicy.pdf>

4. Alannah and Madeline Foundation : eSmart

<https://www.esmart.org.au/what-is-esmart/>

5. DET : Responding to incidents : Step by Step guides

Removing inappropriate content from a website, Facebook or other social media site
Department employees to access legal and wellbeing support for online incidents of concern
<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/teachrespond.aspx>

6. The Victorian Teaching Profession Code of Conduct

https://www.vit.vic.edu.au/_data/assets/pdf_file/0018/35604/Code-of-Conduct-2016.pdf

7. Commissioner for Privacy and Data Protection

https://www.cpdp.vic.gov.au/images/content/pdf/privacy_info/20170220_CPD_P Social Media Privacy FAQs.pdf

8. Facebook : Statement of Rights and Responsibilities

<https://www.facebook.com/legal/terms>

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. Information Privacy Act 2000

[http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/4BE13AE4A4C3973ECA256E5B00213F50/\\$FILE/00-098a.pdf](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/4BE13AE4A4C3973ECA256E5B00213F50/$FILE/00-098a.pdf)

4. Telecommunications Act 1997

http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/cth/consol_act/ta1997214/

This policy was last ratified by School Council in...

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