



# Findon Primary School

## Facebook Policy

### PURPOSE

Findon Primary School is committed to promoting the positive work of our school community. The widespread availability and use of social networking applications such as Facebook, brings opportunities to engage and communicate with our community in new ways. Our Facebook page will be used to build our school spirit, inform our community about our work, and connect people. This will ensure:

- Parents/Caregivers or school community members have access to accurate information regarding school events.
- the smooth and successful running of the Findon Facebook page and to promote the school as a best practice model of technological innovation and wider school community engagement.

### SCOPE

At Findon Primary School, the Facebook page serves as a platform to share news, updates, events, achievements, and other relevant information to the school and wider community. This includes information about activities (e.g. incursions and excursions, assemblies, information evenings), fundraising activities, whole school events (e.g. a-thon days, arts festivals, productions), etc. These guidelines have been developed in line with Departmental and school policies and procedures. We believe our Facebook page will serve as a positive example and model for our students on how to behave in social media spaces and create a positive digital footprint.

### POLICY

Guidelines regarding use of the Findon Facebook page:

- Our page will serve as a platform for the exchange of information regarding programs, and activities.
- The school will not respond directly to requests or direct messages on Facebook.
- We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards.
- 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.
- The school does not endorse children under the age of 13 (a threshold imposed by Facebook), having their own Facebook account. Students are encouraged to view our school's Facebook page only under parental supervision.

### Privacy

- The Facebook page will be visible to the Findon and wider community, therefore, private or confidential information about students, staff, policies, or events should not be disclosed.
- To ensure the protection of personal information, we will only use first names or initials when identifying students in posts on our Facebook page. This practice aims to maintain the confidentiality of our students while still celebrating their achievements and activities within our school community.
- *Content Management:* The Facebook page will be administered by designated school staff members. Administrators are responsible for monitoring content, responding to inquiries, and ensuring adherence to the policy. We strictly adhere to policies governing the posting of photos and information on our Facebook page. Only authorised school personnel are permitted to upload content that adheres to these guidelines.
- *Use of Student Information:* To protect the privacy of our students, we limit the use of names to first names or initials in posts. Sensitive personal information, including contact details and addresses, will never be shared on our Facebook page.
- *Parental Consent:* Prior to posting any photos or identifiable information, written consent from parents/caregivers must be obtained. Parent/caregivers have the right to withdraw this consent at any time by notifying the school in writing.
- *Moderation and Monitoring:* We actively monitor comments and posts to ensure they comply with our community guidelines and do not compromise the safety or privacy of our students. Inappropriate or offensive content will be promptly removed.

### Interaction Guidelines

- *Comments and Messages:* The page encourages positive and constructive interaction. Administrators will monitor comments and messages to ensure they are respectful and appropriate.

- *Inappropriate Comments:* Any comments that are abusive, discriminatory, or inappropriate will be removed. Repeat offenders may be blocked from the page.
- *Privacy:* Personal inquiries and issues should not be addressed publicly on the Facebook page. Instead, parents and guardians should be directed to contact the school office directly.

### **Issues/Concerns**

- Reporting issues or concerns regarding our school's Facebook page is encouraged to maintain a safe and positive online environment.
- If you encounter any content that violates our community guidelines or raises privacy concerns, please notify the school administration immediately. You can report issues by sending an email to [findon.ps@education.vic.gov.au](mailto:findon.ps@education.vic.gov.au) or contacting the school office directly.
- Upon receiving a report, the school will investigate promptly and take appropriate action to address the concern. This may include removing inappropriate content, adjusting privacy settings, or providing clarification as needed.

### **Photographs**

- *Permission Requirement:* Prior to posting any photos of students on our Facebook page, permission from parents or guardians must be obtained. This permission will specify whether the school is permitted to use photos of the student for promotional or informational purposes related to school activities.
- *Use of Photos:* Photos may be used to highlight school events, student achievements, and other activities relevant to the school community. They will be posted in accordance with the guidelines outlined in the consent form.
- *Privacy and Safety:* The school is committed to protecting the privacy and safety of students. Photos will not include personal information beyond what is necessary for identification (e.g., first names may be used sparingly).
- *Withdrawal of Consent:* Parents/caregivers may withdraw their consent at any time by notifying the school in writing. Upon receipt of such notification, the school will promptly cease using photos of the student in question for promotional or informational purposes.

### **Compliance**

- The use of the Facebook page must comply with all relevant laws and regulations, including data protection laws.
- Administrators and users should familiarize themselves with Facebook's terms of service and community standards.

## **COMMUNICATION**

This policy will be communicated to our school community in the following ways:

- Provided to staff at induction
- Discussed at staff meetings/briefings as required
- Made available publicly on our school website
- Included as annual reference in school newsletter
- Made available in hard copy from school administration upon request

## **FURTHER INFORMATION AND RESOURCES**

Findon Primary School policies:

- [Statement of Values and School Philosophy](#)
- [Photographing, Filming and Recording Students Policy](#)
- [Child Safety Code of Conduct](#)

Department policies:

- [Child Safe Standards](#)
- [DE: Acceptable use policy, Communications and Technology \(ICT\) Resources](#)
- [Facebook: Statement of Rights and Responsibilities](#)



## Help for non-English speakers

If you need help to understand the information in this policy, please contact Findon Primary School on 03 9404 1362 or [findon.ps@education.vic.gov.au](mailto:findon.ps@education.vic.gov.au)

### POLICY REVIEW AND APPROVAL

Policy reviewed/ratified	July 2024
Approved by	School Council
Next scheduled review date	July 2026 (2-year review cycle)