GLADESVILLE PRIMARY SCHOOL No 5066
FACEBOOK CODE OF CONDUCT POLICY

Rationale:

Gladesville Primary School's 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.

Aims:

- To build our community by building school spirit
- To accentuate the positives and bring to everyone's attention the little things that make our school community great.
- To seek input on issues to make us aware of areas where we can improve as a school.

Implementation:

- **Using Real Names**

  All users interacting with the Gladesville Primary School Facebook page, by either liking or commenting on posts must do so using a Facebook account that clearly identifies them by their real name.

- **Raising Issues and not Including Names**

  Gladesville Primary School is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with **privately**. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in the Facebook page. When issues are raised we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

- **When can I use Names in Posts**

  You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want.

- **How to Interact with the Facebook Page**

  Initially, users will be able to comment on the school's postings and on comments by other users. Users will also 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 video or photos. User rights will be reviewed over time and assessments made on liberalising access.

- **Underage Facebook Users**
  Gladesville Primary School does not support or endorse children under the 13 year old threshold to create their own Facebook account (as stipulated in the official Facebook code of conduct). We encourage children under parental supervision to view our school's Facebook page and contribute to content. We believe our community's conduct on our Facebook page will serve as role modelling for our students, past and present, as to how to behave in social media spaces.

- **Friending Teachers on Facebook**
  Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to Facebook friend our teachers.

- **Moderation and Blocklisting**
  Gladesville 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 from any Breaches of the Code of Conduct**
  Gladesville Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of this Code of Conduct.
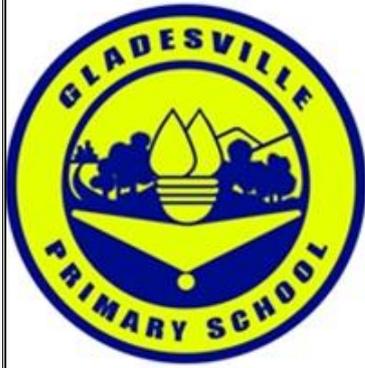
- **The Law and Facebook's Terms**
  Gladesville Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

Evaluation:

- This policy will be evaluated in line with School Council cyclical review of policy documents and school and DEECD priorities.

This policy was last ratified by School Council in June 2013.

Gladesville Primary School

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Principal.	Elizabeth Thomas		

acebook Announcement

Dear Community,

I have great pleasure in announcing that Gladesville Primary School will be starting its own Facebook page from this week. Currently there is a community group Facebook page (www.facebook.com/pages/Gladesville-Primary-School-Kilsyth/137559110066) that many of you may be using, we will be merging this page with our own page (www.facebook.com/gladesvilleps) to enable all types of information from the Principal, staff, classroom teachers and school based volunteers be published out to our parents and the wider school community.

We're excited but also a little nervous about this step. We're very excited about implementing one of the most powerful communication devices since the telephone and moving forward with the way we connect with our modern parents. Research tells us that 70% of all Australians between the ages of 15 to 65 are using Facebook. We also see that in excess of 80% of Facebook users log in everyday. Placing our school communications in a space where our community goes to often makes a lot of sense. Our newsletter is available from our website, but we would also like to open up everyday communication, move some of our newsletter pieces, articles and event information onto the site and use Facebook's ability to allow for comments and questions to receive feedback.

We are a bit nervous and seek your support to make this a positive experience for all our community. We will be implementing a number of controls typically used by other organisations; these controls mean the page will not be as open as the way a normal user may use Facebook. Even with controls, it does rely on all those using the page to do so in a tone and spirit that helps us to build a strong and connected school community. We do want to be good social media role models for our children.

For anyone wishing to use our Facebook page, the best way to receive the updates is to visit www.facebook.com/gladesvilleps and press the thumbs up 'Like' button. This way when we post updates, you'll receive them in your page – easy. This action will also allow you to comment and 'like' our posts. Please also read our **Facebook Code of Conduct**; it is important you understand how we believe the facility can be used best.

All staff will have access to our Facebook account and we will strive to keep it as up to date as possible. Our Facebook trial will run for Term 2 and we will reassess with the school community as to our next steps. We look forward to your contribution and feedback.

Regards,

Elizabeth Thomas and the IT Team