



## **Policy Document 2015 Facebook Code of Conduct**

Annunciation Primary School understands that Social Media can be a powerful engagement tool that enables us to connect with each other in an empowering and innovative way.

Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. Our Facebook page is a place where we build our community by building school spirit and connectedness. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great. Research tells us that when parents speak about or interact with their school in a positive way, it enhances student connectedness, wellbeing and ultimately learning outcomes.

Annunciation Primary School expects that our families' online behaviour reflects the same standards of respect, consideration, responsibility and maturity that are required when communicating in person.

### **Using Real Names**

All users interacting with the Annunciation Facebook page must do so using a Facebook account that clearly identifies them by their real name.

### **Etiquette**

Our Facebook page is to be a celebration of our community and we are happy to see people support various posts via a Facebook comment or a 'like'. However, Annunciation Primary School reminds all families that our Facebook page is not the appropriate forum to be raising personal issues. Matters involving any of our children, parents or staff must not be raised on our Facebook page. We will not support interactions that incite or fuel negative sentiments. We also ask that you do not use the names of our teaching/administration staff, students, parents or any other member of our community in any negative or issues based postings.

### **Can I use Names in Posts?**

While we encourage you to acknowledge someone's great work or community contribution, we need to be aware of the various privacy acts in force. Therefore please do not use names of children when the name can be directly associated with an image and never use last names of children and or parents. 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 videos or photos. User rights will be reviewed over time and assessments made on liberalising access. Users are reminded that if you choose to 'like' our page, a thread is automatically linked to your personal facebook page which then becomes accessible by others. It is therefore recommended that you review your own privacy settings. Annunciation Primary School reserves the right to block users whose posts/details do not reflect our culture.

### **Underage Facebook Users**

Annunciation Primary School does not endorse children under the 13 year old threshold imposed by Facebook, to create their own Facebook account however we are supportive of children under parental supervision viewing (yet not commenting on) our school's Facebook page. We believe our community's conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

### **Friending Staff on Facebook**

Our staff 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 staff.

### **Moderation and Blocklisting**

Annunciation 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**

Annunciation Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

### **The Law and Facebook's Terms**

The Annunciation Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and both will be enforced.



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