



# SOCIAL MEDIA

## POLICY

### **Rationale:**

• The widespread use of social media provides opportunities to respectfully communicate and engage with current and prospective school community members. The purpose of this policy is to support the safe and positive use of the official school Facebook page and share news about the activities and achievements of the students and staff of Melrose Primary School to the school community and wider community.

### **Aims:**

- To grow our school community by promoting all the things that make our school great.
- To provide an additional method of engaging with the school community to share student activities, achievements and other news.

### **Implementation:**

1. The Melrose Primary School Facebook Page (hereafter referred to as the “Page”) will be administered by two or more representatives from the school (hereafter referred to as the “Administrators”). At least one Principal class member will be an Administrator of the page.
2. The role of the Administrators includes, but is not limited to:
  - a) Posting updates to the Page.
  - b) Edit responses and ensure they are written in a professional manner.
  - c) Monitoring comments and deleting inappropriate comments in a timely manner.
  - d) Blocking individuals from making further comments, where this is deemed warranted in consultation with the school Principal (for example, if the individual makes a comment that contains obscenities, threats, is sexually explicit or defamatory, or repeatedly makes comments that are negative, discriminatory or otherwise inappropriate).
3. Administrators must choose the Facebook Page account option to receive email notifications of any comments or posts to the Page.
4. Parental consent for the use of student photos and first names will be obtained on an annual basis. (Surnames will not be used.)
5. All content posted must be accurate and appropriate. It is the responsibility of the Administrator posting to ensure that only photos and/or names of students for whom parental consent has been granted are used.
6. Members of the public are able to comment on Page posts. The comments will appear in real time, unrestricted by immediate moderation. Administrators will be automatically notified by email of any comments or posts to the Page.

7. School staff will be made aware that any activity such as “liking” or commenting content on the Page can identify that staff member’s personal account on Facebook, though only the “public” posts on their personal account will be visible.

8. The school will endeavour to not post photos which include students from other schools.