



FACEBOOK

POLICY

Rationale:

Hopetoun P-12 College 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 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.

Hopetoun P-12 College expects that our families' online behaviour reflects the same standards of respect, consideration, responsibility and maturity that are required when communicating in person.

Aims:

Hopetoun P-12 College aims to:

- Grow our school and community's understanding of social media and to make connecting with our school more convenient for our families;
- Allow our community to keep up to date with activities through a medium which is preferred by many;
- To seek input (through comments and 'likes') from our families;
- Build our school community by building our school spirit;
- Provide a positive focus for our school and bring everyone's attention to the things we do that make our school community great.

Implementation:

Identifiable Accounts

All users interacting with the Hopetoun P-12 College Facebook page must do so using a Facebook that clearly identifies them by their real name.

Etiquette

Hopetoun P-12 College reminds all families that our Facebook page is not the appropriate forum to be raising personal issues. Matters involving any of our students, 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.

Hopetoun P-12 College reserves the right to block users whose comments/details do not reflect our culture.

Using 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 we ask you never use last names of students, staff or parents in your comments.

How to interact with the Facebook page

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. 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.

Underage Facebook users

Hopetoun P-12 College 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.

The Law and Facebook terms

Hopetoun P-12 College Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and both will be enforced.

Policy Statement

The school reserves the right to suspend or cease using Facebook at the discretion of staff and our School Council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

Evaluation

This policy will be reviewed as part of the school's three –year review cycle or earlier as required.

This policy was last ratified by School Council on: September 2019