



Fish Creek and District Primary School

Facebook Code of Conduct

In order to facilitate effective communication between school and home, we now have a Facebook page that allows members of our community to keep track of events through social media. This will also allow us to seek parent input on a range of issues, whilst accentuating the positives that build our community spirit.

This policy will come into effect as of 1st September 2013. We assume that you have read this policy and agree to its conditions. If you disagree with the policy, please 'unlike' the Fish Creek and District Primary School Facebook page.

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Using Real Names

All users interacting with the Fish Creek and District 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

Fish Creek and District Primary School is happy to be alerted to issues via its Facebook page but wishes 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 the infrastructure or processes. Issues involving any students or staff **MUST NOT** be raised using this forum. We will not support interactions that incite overtly negative sentiments. The names of teaching and administration staff, students or any other member of our community should not be used in any postings. Where such posts occur, they will be removed or modified.

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. User rights will be reviewed over time and assessments made on access opportunities.

Uploading Photos and Other Media

Students and their parents/guardians at Fish Creek and District Primary School agree or disagree to using student images for publication. Confidentiality prevents us from publishing the names of these students, therefore it is vital that this protocol is adhered to when uploading photos. Any photos you take and upload onto the Facebook page must have the parent's/guardian's permission. Photos will be removed that do not follow this protocol.

Facebook account administrators have the right to delete any photos (and content for that matter) that are deemed inappropriate and do not promote the school's community spirit.

Underage Facebook Users

Fish Creek and District Primary School does not endorse children under 13 years of age using Facebook. At present our page will be available only to people aged 13 years or older (in keeping with the Facebook terms of agreement).

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. It is up to the individual to accept or reject friend requests from parents.

Moderation and Blocklisting

Fish Creek and District Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to our page's block list.

Actions Resulting from Breaches of the Code of Conduct

Fish Creek and District Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct. Our students are encouraged and expected to use all ICT at Fish Creek and District Primary School in a safe and responsible manner. This directive extends to the public community when interacting with our Facebook services in the same manner.

Businesses and Associations

From time to time, various companies/individuals request to advertise their businesses via our Facebook page and attach a sponsorship styled write up. Our school page will only include the businesses that already support us. Other businesses will need to request sponsorship via the school's office. Unsolicited information will be taken off our Facebook page and treated as SPAM.

The Law and Facebook's Terms

Fish Creek and District Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms. Provided below are extra references to 'Brodie's Law' that was passed by the state government in 2011.

Brodie's Law

<http://www.justice.vic.gov.au/home/crime/brodies+law/>

Brodie's Law video

<http://www.smh.com.au/national/brodies-law-to-get-workplace-bullies-20110531-1fer0.html>

Brodie's Law Article

<http://www.theage.com.au/technology/technology-news/brodies-law-to-be-used-to-cut-out-school-bullying-20110820-1j3wz.html>

By 'liking' the Fish Creek and District Primary School Facebook page you agree to our Code of Conduct for Facebook use.

Currently Fish Creek and District Primary School is striving for an eSmart school accreditation and your support would be greatly appreciated. More information on eSmart can be found at

<https://www.esmartschools.org.au/Pages/eSmartPortal.aspx>

Regards,

Fish Creek and District Primary School Council

September 2013