

# St Philip's Blackburn North



## ST PHILIP'S FACEBOOK GUIDELINES

Facebook is, by its nature, an informal communication tool. At St Philip's we use it to inform parents of activities that may be of interest to the parent community. This includes information about school activities (e.g. assembly, sports day), Sporting activities (e.g. school clubs, sport activity cancellations), Canteen specials, OSHC activities etc.

We also support the sharing of information relating to free or registered not-for-profit educational activities not directly associated with the school, e.g. Science Alive, Earth Hour etc. We welcome comments from the school community.

These Guidelines are developed in line with CEM Guidelines and DEECD Policies.

### Images

Images of students and staff for whom the school holds signed permission, may be posted on our Facebook page. Images of students are required to comply with the following:

- No student names are to be used
- Images are of groups, not of individuals
- Students are only photographed wearing school uniform or day clothes

### Advertising

We do not post advertising on our Facebook page, nor do we post on behalf of clubs or individuals who charge for their services.

### Complaints

In the instance of complaints about posts or comments on posts the following guidelines are to be followed: Posts and comments will be removed if they are not fully compliant with CEM Guidelines and DEECD Policies; if they do not comply with the St Philip's Facebook Guidelines; if the post or comment identifies a student by name; if the post or comment does not reflect the requirements of our role in working with children and young people.

## St Philip's Blackburn North

### Process for posting

The following Administrators share responsibility for managing the St Philip's Catholic Primary School Facebook page:

School Role	Person Responsible	Duties
Leadership	Principal Digital Technologies Leader	Adding posts Monitoring of comments Removal of inappropriate posts

Staff are encouraged to save images or text for posting in T:\Facebook\Posts, or to email their post to one of the Facebook Administrators. Parents on committees are also encouraged to send through posts for the Facebook page by emailing the Digital Technologies Leader.

### Monitoring

The Facebook page is monitored daily and St Philip's Catholic Primary School reserves the right to remove content if it contains

- Offensive, abusive, obscene, profane, hateful or racist links, images or words
- Comments that threaten or defame any person or organisation
- The direct full name or descriptive reference to an individual, irrespective of the post's tone.
- Solicitations and advertisements by other organisations or endorsements by other organisations or endorsements of other organisations
- Multiple or repetitive posts by a single user
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Anything else that the school deems inappropriate and does not align with our values, standards, policies and guidelines.

### References

DEECD Using Social Media: Guide for DEECD Employees

<http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>

eSmart

<https://www.esmartschools.org.au>

Catholic Education Melbourne

ICON: Guidelines for incorporating Social Media into Acceptable Use Policies.

## **St Philip's Blackburn North**

### **RELEVANT POLICIES**

Cybersafety Policy  
ICT Outline  
Privacy Policy  
Behaviour Management Policy  
Social Media Policy  
Staff Social Media Policy  
Anti-bullying Policy  
Student Wellbeing Policy  
Child Safe Policy

### **REVIEW**

Last reviewed: February 2018