



Plenty Parklands Primary School Facebook Page

Code of Conduct

Our Intent:

Plenty Parklands 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.

Overwhelmingly, our Facebook page is a place where we enhance 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.

Plenty Parklands 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. We believe our community's conduct on our Facebook page will serve as role modelling for our students about how to behave in a social media environment.

Our Code of Conduct/Protocols

- **Using real names**

- All users interacting with the Plenty Parklands Primary School Facebook page, either by liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name (first and last name).

- **Interacting with our Facebook page**

- Our page will serve as a platform for the exchange of information, its programs and activities.
- Users will be able to 'like' or comment on the school's postings and on comments by other users.
- The school will not respond directly to requests or direct messages on Facebook.
- Users will not be able to author a posting of their own or upload media (photos and videos).
- Plenty Parklands reserves the right to block users whose posts/details do not reflect our culture and this code of conduct.

- **Raising issues**

- Plenty Parklands Primary School is happy to communicate with our community via its Facebook page, however some things are best dealt with privately.
- Issues involving any of the students or staff must not be raised on the Facebook page.
- When issues are raised we are happy to see people support the issue via a comment or a 'like'. We will not support any interactions that incite or contribute to negative sentiments.
- We also ask that you do not use the names of any students, staff or any other members of the parent community in any posting based on such issues.

- **Supported use of names in posts**

- You are welcome to use names (only first name, no last name) in posts when you wish to acknowledge someone's great work or community contribution.
- We wish our Facebook page to be used in building our community – a public pat on the back goes a long way to supporting a positive school environment.
- Photos of students are posted in accordance with our **Photography, Filming and Recording Students Policy** and **Photographing, Filming and Recording students at Plenty Parklands Consent Form and Collection Notice** completed on enrolment. For children's privacy and protection, please do not tag photos of children, and please do not name them in your comments. On rare occasions and with parental permission, students may be named by the school Facebook admin team.

- **Underage Facebook users**

- Plenty Parklands Primary School is aware that children under the age of 13 years are not able to create their own Facebook account, in accordance with Facebook's Terms and Conditions. When parents access the Facebook page they may like to share the page with their child/ren, however no child should not access the page by themselves.
- If a child comments using their own account on our Facebook page, we are obliged to report this account to Facebook.
- 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 Department of Education and Training Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction.
- Please do not seek to friend our teachers or any staff member.

- **Moderation and Blocklisting**

- Plenty Parklands 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**

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

- **The Law and Facebook's Terms and Conditions**

- Plenty Parklands Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions and both will be enforced.