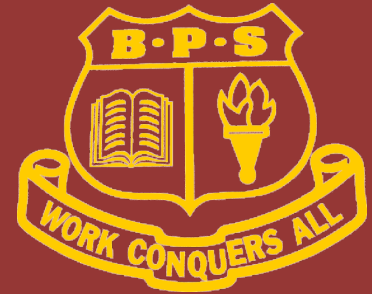




Barham Public School

Social Media Policy including Facebook



What is social media?

For the purpose of this policy, social media is the term commonly used for websites which allow people to interact with each other in some way – by sharing information, opinions, knowledge and interests. Social networking websites such as Facebook and Instagram are perhaps the most well-known examples of social media but the term also covers other web based services such as blogs, video and audio podcasts, wikis, message boards, photo document and video sharing websites such as YouTube and micro blogging services such as Twitter. This definition of social media is not exhaustive as technology develops with new ways of communicating advancing every day.

For the purpose of this document the terminology Social Media is not exhaustive and also applies to the use of communication technologies such as mobile phones, cameras, PDAs / PSPs or other handheld devices and any other emerging forms of communications technologies.

Rationale

Our intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and

Barham Public School is actively involved in establishing various social media platforms to provide timely information about what is happening at our school.

to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. Most of all, our Facebook page is a place where we build our community by encouraging school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

Policy Statement

This is a trial using Facebook as a communication device for our school community. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of a potentially serious or criminal nature such as threats or inappropriate comments, the

matter will be referred directly to the relevant governing body.

Implementation

Using Real Names

All users interacting with Barham Public 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.

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 Barham Public School Facebook Page

Initially, users will only be able to 'Like' on the school's postings. Users will not be able to comment or to author a posting of their own, or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

Barham Public School does not endorse children, under 13 years of age (a threshold imposed by Facebook), creating their own Facebook account. **Therefore, any primary students who 'Like' on the Barham Public School Facebook page will be deleted and reported immediately.**

We encourage children under parental supervision to view 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 appropriately in social media spaces.

Our school's Facebook page will be a valuable way that the school can communicate with its parent body and community. It will also serve to promote our school by showcasing the academic and social programs on offer and the opportunities students have for personal growth and development.

The Facebook page will celebrate students' efforts and achievements and their commitment to being the best they can be. It will give an insight into the learning environment and update the school community on what is happening at school.

The Law and Facebook's Terms

The Barham Public School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

Remember that your name and photo will be seen when you 'Like' on the Barham Public School Facebook page, visible to every visitor to the page.

“At Barham Public School there is a strong emphasis on providing the best opportunities in a variety of exemplary programs in sport activities, academic challenges, expression through creative and practical arts and academia.”

The Barham Public School Facebook page is a place where we build our community by encouraging school spirit.”

Further information:

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