

Mount Blowhard Primary School **SOCIAL MEDIA COMMUNICATIONS POLICY**

Rationale

The use of social media websites and applications by organisations and schools as a means of communication has grown rapidly over the last few years. Social media is a legitimate tool for aiding communication between a school and its community.

Purpose:

The purpose of the Mount Blowhard Primary School social media communications (website and public Facebook page) is to provide up to date and useful information for parents and caregivers and to positively promote our school and events in the community.

AIMS

To take advantage of the opportunities that social media presents for communication.

To set out clear expectations for the use of social media by the staff and parents of Mount Blowhard Primary School.

To positively engage with our current and future parent population, who may be less likely to engage with paper-based communication and more likely to engage with social media.

Implementation:

General (these points apply to STAFF, PARENTS and STUDENTS):

- Consent from parents and guardians will be sought in writing before student photos, names and/or student work are published on any form of communication and will be in line with our Photographing, Filming and Recording students Policy.
- All school community members (staff, parents and students) using social media in connection with Mount Blowhard Primary School are expected to display behaviour that reflects the School Values: Respect, Responsibility, Excellence and Kindness.
- The following staff are responsible for approving social media messages:
 - Principal - all messages
 - Miss Kelsie George - the public Facebook pageNo school communication will occur on social media without their approval.
- The Principal will take overall responsibility for all content on each social media channel and respond in person should any issues arise.
- MBPS staff will not respond to messages online, as Facebook is used to outlay information (One way communication tool). Parents should still contact the school directly if they have any questions or concerns.
- At all times the messages will be positive and comply with the aims of this policy, which are to positively promote our school and enhance communication.
- The social media applications (website and Facebook) outlined in this policy are not intended for student use. They are intended to be vehicles for communication with Mount Blowhard Primary School's parent community.
- All material published will be respectful of all individuals and the department.
- Any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a Court Suppression Order, or is otherwise unlawful will never be published.

- All content published will be accurate.
- Information posted or comments made will remain politically neutral and will not breach any confidentiality guidelines.
- All content will respect copyright laws and work will be attributed to the original source wherever possible.
- Personal details and privacy will always be protected.
- Only first names of individuals will be used. No student names attached to photos will be published (on the public Facebook page, in the newsletter or on the school website)
- Government branding will be used in accordance department guidelines.
- Social media communications will not replace paper-based communications, such as the newsletter and notes home when required.
- Staff must ensure approval has been granted for any school social media activity from the Principal.
- Parents, carers, staff and students must avoid any involvement with material or activities that could put at risk personal safety, or the privacy, safety or security of the school or other members of the school community. For example posting specific times and places of swimming on the public Facebook page.
- Parents, carers, staff and students must not share photos or footage taken at school events without the express permission from the parents or carers of other students in the photos or footage.
- Parents, carers, students and staff must avoid the use of negative comments online concerning Mount Blowhard Primary School in general, or specific school community individuals in any way.
- Any online comments that do not comply with our school values (respect, responsibility, kindness, excellence) will be removed.
- Any concerns or complaints about any social media must be dealt with according to the school Complaints Policy.
- Information and reminders about this policy will be communicated regularly to the school community.
- Parents, students and staff can report social media concerns via email to the Principal mount.blowhard.ps@edumail.vic.gov.au, in person to the Principal or anonymously, via a system to be established and communicated to the school community.

School Website:

Mount Blowhard Primary School will have an up-to-date website that is designed to be accessed via smart phone.

The purpose of the Website is to promote our school to potential families and to provide a more detailed outline of curriculum programs, plans and policies.

Facebook:

Mount Blowhard Primary School will have a public school Facebook group. This page will be accessible by the general public by searching for the school name on Facebook.

The Principal and a designated teacher will regularly monitor the comments, and remove any comments that are in breach of this Social Media Communication Policy.

The purpose of the Facebook site is to positively engage with our current parent population and to promote school and local community events.

REVIEW CYCLE

Evaluation:

This policy will be reviewed by the School Council's Policy Sub-Committee **every 1-2 years** as part of the school's review cycle, and then ratified by School Council.

<u>Sub-Committee Reviewed</u>	<u>Ratification Date</u>	<u>Next Review Date</u>	<u>Policy Number</u>	<u>Version</u>	<u>Date Produced</u>
10 th October 2019	17 th October 2019	April 2021	16	3	2019