

Our intent is to grow our school and communities understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and 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. The page will allow us to seek your input on issues and to also make us aware of areas where we can improve. But overwhelmingly, our Facebook page is a place where we build our community by building 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.

## Using Real Names

All users interacting with the St. Mary's 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

St. Mary's Primary School is happy to be alerted to issues via its Facebook page but does wish 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 infrastructure or processes. Issues involving any of the students or staff must not be raised on the Facebook page, the existing process should be followed. When appropriate issues are raised we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any negative or issues based postings.

## 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. Users will not be able 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.

## Underage Facebook Users

St. Mary's does not endorse children under the 13 year old threshold imposed by Facebook, to create their own Facebook account. We encourage children under parental supervision to view our school's Facebook page and contribute to content. 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 code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to 'Facebook friend' our staff.

### **Moderation and Blocklisting**

St. Mary's 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**

St. Mary's Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

### **The Law and Facebook's Terms**

St. Mary's Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and both will be enforced.