

GUIDELINES FOR SCHOOL FACEBOOK PAGE

September 2019

Rationale

Lalor East Primary School is committed to promoting the positive work of our school community. The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways.

At Lalor East Primary School we use our Facebook page to inform our broader school community of activities or events that may be of interest. This includes information about school activities (e.g. teaching and learning programs, assembly, sports day), sporting activities (e.g. school clubs, sport activity cancellations), fundraising activities, 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.)

These guidelines have been developed in line with Departmental and school policies and procedures.

Use of images

Student work and 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

Under Age Facebook users

Lalor East Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. Students who attempt to join will not be approved as members. We encourage students, only under parental supervision, to view our school's Facebook page.

We believe the conduct of our community members on our Facebook page will serve as a positive example and model for our students on how to behave in social media spaces and create a positive digital footprint.

Advertising

We do not post advertising on our Facebook page. Similarly, we do not post on behalf of clubs or individuals who charge for their services.

Concerns or Complaints

Our Facebook Page is not the appropriate forum to raise concerns or complaints. Community members are reminded to follow our existing protocols for raising concerns or complaints as outlined in the [DET parent complaint policy](#) by first raising the issue with the classroom teacher.

The school will not respond directly to requests or messages on Facebook. If you need to contact the school please speak to your child's teacher, call us on 9465 4350 or send an email: lalor.east.ps@edumail.vic.gov.au

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 [DET or school policy](#) or our schools [statement of values](#);
- they do not comply with the Lalor East Primary School Facebook Guidelines;
- the post or comment identifies a student by name;
- the post or comment does not reflect the requirements of our [Child Safe Standards](#) or our role in working with children and young people.
- they are in breach of [Facebook Page Guidelines](#). This includes discriminatory, illegal, obscene or misleading and/or fraudulent comments, spam or any content which may break intellectual property laws.

Page members who breach our guidelines may receive a warning regarding their post or may be removed as members of our Facebook page.

Process for posting

Currently, the Principal & Assistant Principal will share responsibility for managing posts to the Lalor East Primary School Facebook page. Staff are encouraged to save images or text for posting to the designated shared folder or to email their post to one of the page administrators.

Monitoring

The Facebook page will be monitored to ensure all posts are required to comply with existing policies

These guidelines were developed on 10 September 2019