



Social Media Policy

Purpose

Apollo Parkways Primary School's transition to a social media platform is to engage our community and build on community spirit. This platform is not replacing our main sources of communication and information sharing such as our website, newsletter and Compass notifications. Currently, Apollo Parkways Facebook page is a quick and accessible platform for our community who are busy and on the run to see what great things are happening at Apollo. We ask that our community accentuate the positive and bring to everyone's attention the many great things Apollo does. We believe our community's conduct on our Facebook page will serve as role modelling for our students about how to behave on a digital platform and reinforce the message delivered through our e-Smart program.

Social media will be used for such purposes as promotional and celebratory ie:

- Photos of events
- Achievements
- Acknowledgements
- Reminders

Scope

This policy applies to all social media platforms used by Apollo Parkways Primary School.

Aims

To ensure that Department of Education (DET) and legislative requirements in relation to social networking and in particular Facebook are adhered to.

Protocols

Responsibilities

- Community members will not be able to post directly to the page, but may be able to like or comment on posts by the Admin or Moderator of the page. Moderators will have the ability to block Facebook users based on misconduct as outlined in this policy.
- Users will not be able to author a posting of their own or load media such as photos or videos unless they have administrative rights.
- Administrators will include at least two Apollo Parkways Primary School staff as appointed by the Principal and will be reviewed annually.
- Our page will serve as an additional platform for the sharing of information but does not replace the formal process of Compass, Website and Newsletters.





- The school will not respond directly to requests or direct messages on Facebook.
- We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards including comments that:
 - Are deemed racist, sexist, abusive, profane, violent, obscene and spam.
 - Advocate illegal activity.
 - Are wildly off-topic.
 - Libel, incite, threaten or make personal character attacks.
- We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards.
- Messages selling products or promoting commercial, political or other ventures will not be permitted.
- In recognition of the important role that the eSafety Commissioner plays in keeping Australian children safe online, Apollo Parkways Primary School will comply with any direction from the eSafety Commissioner or Police.

Underage Facebook Users

- Apollo Parkways Primary School does not endorse children under the 13 year old threshold imposed by Facebook to create their own Facebook account. When parents access our Facebook page they may wish to share it with their children.

Raising Issues

- As the Apollo Parkways Primary School Official Facebook page will be visible to the whole school community, private or confidential information about students, staff, policies or events should not be disclosed.
- Any concerns regarding Social Media content must be communicated directly to the school either via phone or written communication (email or letter). We value the feedback from our community to ensure Facebook posts reflect the values of our school.
- Issues involving any students, staff or other members of the community **MUST NOT** be communicated via Facebook. We will not support any interactions that incite or contribute to overly negative sentiments. We request that you do not use the names of any student, staff or community member in any posting. We reserve the right to block access by anyone who abuses our trust.





Friending Staff

- 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 staff.

Implementation

- This policy is available through the Apollo Parkways Primary School Website and attached to the Social Media Facebook page.
- All parents and community members who 'Like' the Apollo Parkways Primary School Facebook page accept the terms and conditions of this policy and code of conduct.

Evaluation

- Ongoing yearly evaluation of the success of this page will be undertaken as deemed appropriate by the Principal and School Council.
- The policy is to be officially reviewed every three years or more often if necessary due to changes in regulations or circumstances.

Supporting Documentation

Child Safe Standards: Creating a safe environment

<http://www.education.vic.gov.au/school/teachers/health/childprotection/Pages/safeenviro.aspx>

DET : Acceptable use policy, Communications and Technology (ICT) Resources

<http://www.education.vic.gov.au/Documents/school/principals/infrastructure/ictacceptableusepolicy.pdf>

Alannah and Madeline Foundation: eSmart

<https://www.esmart.org.au/what-is-esmart/>

Facebook: Statement of Rights and Responsibilities

<https://www.facebook.com/legal/terms>

