



# WATERVALE PRIMARY SCHOOL



## FACEBOOK POLICY - STAFF

### **RATIONALE**

*"Social media can be a very effective tool for communication and relationship building with your community or stakeholders."* (DECD Social Media guideline 2015)

At Watervale Primary we recognise the need to provide our community with a range of options for finding out what is happening at our school.

The educators at Watervale recognise that we have a duty of care for the wellbeing of the students in our care. We need to be aware of our legal and ethical obligations before posting onto our Facebook page.

### **OBJECTIVES**

By having a Facebook page, we aim to:

- Provide current families and the wider community with another way to access information about events being held at school. Our Facebook page will not replace any current methods of communication as per our communication document
- Provide the school with a fast way to contact families; i.e. if help is needed for excursions, returning notes, assembly reminders etc.
- Provide current, and possible future families, with a way to connect to information about the site so that they can get a feel for our culture, vision and goals for our learners.

### **PROCEDURES**

#### **CONTACT:**

- Families and community members will find a link to our Facebook page on our website: <http://www.watervalps.sa.edu.au/>
- The address for our Facebook page is: [www.facebook.com/watervaleprimaryschool](http://www.facebook.com/watervaleprimaryschool)

#### **ADMINISTRATION:**

- The Governing Council recommended that the Facebook page be administered by the Principal in the first instance with three additional staff members to have full access as administrators.
- The administrators of the Facebook page will be the only people able to upload any content.
- Our current administrators are Keliesha Barns, Liz Moreton, Jo Tilley and Loren Liebelt
- To protect individuals and minimise the possibility of inappropriate material being linked to our Facebook page, administrators will not follow/friend from our Facebook page.
- Administration will be reviewed annually

## **CONTENT:**

- Content will include photos and celebration of learning, coming events, reminders to families, information about our program, health and safety information (where relevant) and policy information.
- Items around learning and celebration of achievements will be uploaded to share with the wider community
- Occasionally the administrators may upload a link that is in line with the schools pedagogy.
- To minimise the possibility of inappropriate comments being made, the staff, along with the Governing Council decided to make our Facebook page one that post comments that have been read and approved by Administrators. This is to ensure comments are positive and helpful.

## **ACCESS:**

- Governing Council decided that access to our Facebook page would be not restricted. This would enable easy access for all family members and lessen the workload for administrators who would not need to monitor request for access and then begin a new access group each year when new children begin.

## **REFERENCES:**

DECD Social Media Guideline published 1/6/2015

## **CONCLUDING STATEMENT:**

This policy will be reviewed and evaluated regularly by both staff and the Governing Council and modified as required to ensure continued relevance for the school, families and community.

This policy was endorsed by the Governing Council on \_\_\_\_/\_\_\_\_/\_\_\_\_\_

**PRINCIPAL SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**GOVERNING COUNCIL CHAIRPERSON:** \_\_\_\_\_

**DATE:** \_\_\_\_\_