



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." (SA Department for Education Social Media Guidelines)

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 an efficient means of disseminating timely information to parents and caregivers.
- Facebook is not for private or urgent communication.
- 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

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 Michelle Pudney (Principal), Sonja Czora (Administration Officer), Emily Ritchie (OSHC Director) and Liz Moreton (Finance Officer).
- 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
- There will be training for administrators and staff on cyber safety to help them identify, report, and respond to inappropriate content, including e-crime risks aligned with the Cyber Safety Policy ([policy link](#)).

PARENTAL CONSENT

- *All photos, videos, and creative works published will have prior consent from parents or legal guardians, which will be documented and updated annually.*
- Families/caregivers can opt out of viewing content or having their child's image included.

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.
- No individual student's full name will be published in any caption associated with photographs
- 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 school's 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.
- *Administrators will immediately remove content that violates school community standards or includes offensive, discriminatory, or unlawful language, and may report such content through appropriate channels."*
- *A record of all posts, comments, and communication on the school's Facebook page will be securely maintained for compliance and auditing purposes. This will be done by not administrators only archiving content, not deleting.*
- *All content must comply with the school's Privacy Policy and applicable legislation.*

ACCESS:

- Governing Council decided that access to our Facebook page would be not restricted, the Facebook page is a public page. 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.

CRISIS AND INCIDENT RESPONSE

The school will implement a crisis communication plan to manage communication effectively during critical incidents or e-crime situations involving the school's social media. Administrators are required to follow the established Department for Education reporting protocols, including notification of the Incident Management team, and, where appropriate, informing relevant authorities such as the South Australia Police. This ensures that all incidents are addressed promptly, appropriately, and in accordance with departmental policy and legislative requirements.

REFERENCES:

This policy has been developed with reference to:

South Australian Department for Education Social Media Guidelines (current)

South Australian Department for Education Cyber Safety Policy

Code of Ethics for the South Australian Public Sector

Children and Young People (Safety) Act 2017

Department for Education Incident Management Policy and Guidelines

Privacy Act 1988 (Cth) and relevant South Australian privacy requirements

For further practical guidance, refer to the Department for Education intranet or policy library for the most up-to-date guidance and operational procedures.

CONCLUDING STATEMENT:

This policy will be reviewed annually, or as required, by staff and Governing Council to ensure ongoing relevance and compliance with departmental guidelines and legislation. The Governing Council and school leadership are committed to regular evaluation and timely updates of this policy as social media practices and government requirements evolve.

This policy was endorsed by the Governing Council on 3/8/26

PRINCIPAL SIGNATURE:

DATE:

GOVERNING COUNCIL CHAIRPERSON:

DATE: