



# Social Media Usage Policy

## Purpose Statement

To connect and communicate with the Crescent Head Public School Community by providing up to date information about current and upcoming events, share stories, news and achievements to engage with community members, prospective parents and other stakeholders.

## Context

Crescent Head Public School (CHPS) acknowledges and recognises the emergence and influence of social media, as well as the rights of individuals to actively participate in the undertaking of such activities. Crescent Head Public School encourages parents to set and maintain high ethical standards in their use of social networking. We ask that you be respectful of the opinions of others. Your posts and comments should help build and support our positive school community and uphold the high standard of our school's public image.

## Scope of the Policy

The policy will cover all individuals who are directly affiliated with Crescent Head Public School (CHPS Community). This includes:

- All school staff members
- School Board
- Parents and Citizens' Association
- Family members / guardians of CHPS students
- CHPS students
- Consultants
- Contractors
- Prac Students & Visiting Teachers
- Volunteers

## Objectives

This policy seeks to:

1. Establish clear guiding principles as to how members of the CHPS Community are to conduct themselves when engaging with CHPS's social media with reference to the school and its activities.
2. Cultivate an environment wherein the use of social media contributes to the overall welfare and productivity of CHPS.
3. Prepare the CHPS Community on the hazards and responsibilities of partaking in social media activities.
4. Protect the CHPS Community from any legal threats that may arise as a result of social media usage.



## General Guidelines in Social Media Usage

1. By following the Crescent Head Public School Facebook page you agree to abide by the Crescent Head Public School Facebook Code of Conduct.
2. Only the Principal is permitted to introduce the use of new social media sites on behalf of CHPS.
3. CHPS parents/carers are personally responsible for the content that they post, share and respond to online. When posting online, all information is considered representative of your views and opinions and NOT those of CHPS.
4. Only the CHPS Facebook page admins can make posts to the Facebook page. Information/content staff or community members would like shared on social media must be submitted to the Principal and must comply with Department of Education policy.
5. Proper resource citations and copyright laws must always be upheld.
6. Media permissions (relating to the use of children's images, school work and first names) will be gained before use and updated as required.
7. Information will be updated regularly.
8. All comments will be monitored. Inappropriate comments will be removed.
9. All posts and photos will be removed at the end of each calendar year.
10. Online comments are NOT private. Information, internal school discussions, or specific information about students, staff or other parents should not be shared. When interacting, even on the strictest settings, parents should act on the assumption that all postings are in the public domain. CHPS encourages parents to set and maintain high ethical standards in their use of social networking. Staff, parents, and students reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Posts and comments should help build and support the School community.
11. Consider carefully what you post through comments. Ethnic slurs, innuendos profane or threatening language is not acceptable.

## General guidelines when using social media for personal use

1. Configure the private settings on your social media profile to aptly satisfy your privacy requirements.
2. Disclose the nature of your affiliation with CHPS.
3. Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of CHPS.
4. Practice proper conduct and decorum when interacting with other social media users.
5. Staff are required to comply with the Department of Education confidentiality policies.
6. Respect and uphold copyright/trademark laws.

**CHPS School Facebook Code of Conduct****Purpose statement**

To connect and communicate with the Crescent Head Public School Community by providing up to date information about current and upcoming events, share stories, news and achievements to engage with community members, prospective parents and other stakeholders.

1. By following the CHPS Facebook page you agree to abide by the CHPS Facebook Code of Conduct.
2. Facebook users who have 'Liked' our page may be able to comment on the school's posts and on comments posted by other users. Comments may be restricted by CHPS admins.
3. Users are not able to author a post of their own.
4. Users are not permitted to load media such as videos or photos as comments.
5. CHPS does not endorse children under the Facebook age threshold of 13 creating their own Facebook accounts. The school encourages parents to share our page with their children through their accounts and use this to model appropriate communication through social media.
6. The school encourages users to provide positive and constructive feedback and comments. Concerns can be addressed by contacting the school directly. This will ensure they are dealt with in a timely and appropriate manner. Please contact the school office on (02) 65 660 255 or speak to the Principal/executive staff.
7. For privacy reasons we ask that posts are not to be reposted or shared.
8. You may use the names of adults in posts and the first name of children only to acknowledge someone's great work or contribution.
9. CHPS wishes our Facebook page to be used to build school spirit and a positive school and community.
10. CHPS reserves the right to remove any content it deems to be in breach of the CHPS Facebook Code of Conduct. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws.
11. Direct messages, via the CHPS Facebook page, will not be available for communication.
12. Failure to comply with the CHPS Facebook Code of Conduct may lead to your account being blocked from the CHPS Facebook page.