



FACEBOOK PAGE POLICY

RATIONALE

The purpose of the policy is to support the safe and positive use of an official school Facebook page as a means of communication and promotion for St. Patrick's School and to the community.

St. Patrick's School recognises the importance of teacher, students and parents engaging, collaborating, learning and sharing through social media applications.

AIMS

- To provide a method of informing the school community about matters relating to the school, such as key events, excursions, camps, student achievements and daily activities.
- To provide a means for involving comment and discussion on such school related events or matters.

IMPLEMENTATION

1. The official St. Patrick's School Facebook page will be referred to as the "Facebook Page" and will be administered only by one or more nominated representatives from the school.
2. The Administrator is responsible for posting "Status updates". Staff or nominated school representatives wishing to add information or other items (e.g. photos, videos and links) to the Facebook page must forward such information to the Administrator with a request.
3. Content must be accurate and appropriate, including photos, students work with no surnames attached and the necessary associated permission, remembering that specific permission for allowing student/staff photos on Facebook must be obtained. This is the responsibility of the staff member requesting the item to be added, not the administrator of the page.
4. School staff must refrain from adding "Comments" to the Facebook page, unless approval has been obtained by an Administrator. School staff should be aware that any activity such as 'commenting' or 'liking' content on the Facebook page can identify that staff member's presence/account on Facebook.
5. Members of the public are able to comment on status updates. The comments will appear in real time- unrestricted by immediate moderation. The Administrator is automatically notified via Facebook Notifications of any comment added to the page.
6. The rights and responsibilities of the Administrator include, but are not limited to:
 - a) Adding information /updates to the Facebook page within a reasonable time of being requested to do so.
 - b) Monitoring the comments made by members of the public and blocking individuals.
 - c) Deleting inappropriate comments made by members of the public and blocking individuals from making further comments, where this is deemed warranted.

Reference:

St. Patrick's Primary School: Enrolment permission Forms