

Jells Park Primary School

Facebook Guidelines

Formation

Facebook is a valuable form of communication to the wider school community and the community in general, however it needs to be strictly controlled by the school to ensure that it meets cybersafety guidelines and is used for the appropriate purpose.

Aim

- To establish and manage a school Facebook page, as a Community engagement tool with the purpose of celebrating and promoting the school's successes and achievements to the community.
- To demonstrate what we are doing in the school for those who cannot be 'there', with an aim of increasing parent connectedness with their student's learning.

Implementation

- The Facebook domain "jellsparkps" will be the sole property of Jells Park PS and will be managed by employees of the school only.
- Posts will cover the following areas -
 - Promotion of the activities that we are doing in the school (eg; classroom activities, sport, art, music, special events)
 - Promoting and valuing students' work and successes.
 - Promoting upcoming events to the wider community.

(Note: The Facebook page is NOT intended to be used as a sole communication portal for parents, however it can be used to supplement other communication services that the school may adopt)

- Management – the school will appoint Facebook Managers (Administrators), recommended to be a maximum of 5 staff members (one per year level plus a specialist)
- Posts –
 - The number of posts per week is recommended at 5 – one per year level plus a specialist.
 - Posts to be predominately photos with a minimum amount of text.
- Safety –
 - The Facebook page will be managed overall by the ICT Leading Teacher who will oversee its correct use and filter any inappropriate material.
 - The ability to comment or reply to posts will be disabled.
 - The ability for the community to be able to put their own posts will be disabled.
 - The ability to 'like' the pictures and comments will still be available.
 - Posts should not be able to identify student or teacher faces in photos. Photos including students and teachers should be from a distance or from behind.
- A link to the school's email address, website and other multi-media sites will be available.

Evaluation

This policy will be reviewed annually and assessed for content and suitability quarterly.