



Riverbank Public School

Social Media Policy

Facebook Page Guidelines

Riverbank Public School follows the Department of Education Code of Conduct and Facebook's Community Standards.

We see the use of an official Facebook page as an opportunity for our school to celebrate student learning and the successes of our school. Users of our official social media sites should carefully review our social media guidelines.

Page guidelines

The intent of this page is to provide a hub for responsible community engagement that celebrates the daily life of our school. We proactively support participation in social media to develop and grow digital citizenship throughout our community. Riverbank Public School values the responsible use of social media articulated in a range of policies and guidelines that govern the expectations of online behaviour.

We reserve the right to remove any content that we believe is in breach of these policies, guidelines, and the values of our school.

Riverbank Public School will remove content if it contains:

- Offensive, abusive, obscene, profane, hateful, or racial content, links, or images;
- Comments that threaten or defame any person or organisation;
- The direct full name or descriptive reference to an individual, irrespective of the tone of the associated post;
- Solicitations and advertisements by other organisations;
- Endorsements by or of other organisations;
- Multiple or repetitive posts by a single user;
- Repetitive posts copied and pasted or duplicated by single or multiple users;
- Anything else that the school deems inappropriate and does not align with our values, standards, policies, and guidelines.

We ask that visitors making comments on the page show respect for other users by ensuring discussions remain civil. Personal attacks, trolling or spam will not be tolerated. The school reserves the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards. We will not permit messages selling products or promoting commercial, political, or other ventures.

Page expectations:

1. **This page is monitored:** This page is officially affiliated with Riverbank Public School. There is no time sensitive or urgent content. Urgent or contentious issues and inquiries should be referred to the school's more formal communication procedures. If in doubt, give our front office a call during school hours, send an email or contact your child's classroom teacher.

2. **Understand the purpose of this page:** Understand that this group has been created as a positive and productive medium which celebrates the daily life of our school. School Enews is used to seek clarification.
3. **Be kind and courteous:** Healthy debates are natural, but kindness is required. Let us treat everyone with respect.
4. **Respectful, inclusive environment:** Make sure that everyone feels safe. Being unkind or unpleasant is not allowed, and degrading comments about things such as race, religion, culture, sexual orientation, gender, or identity will not be tolerated. If you are unsure about posting, commenting, or contributing, it should not be posted.
5. **Respect everyone's privacy:** Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What is shared in the group should stay in the group. Please also refrain from mentioning specific students' names.
6. **Be an authentic part of our community:** This page is designed for parents, carers, and close community members of the Riverbank Public School community only. If you are not one of these things, unfortunately this group really is not for you.

Posting, tagging, or naming student photos

Photos of students are posted with reference to the Department of Education publishing permission forms, completed enrolment. For those students who do not have permission to publish, parents of these children will be contacted by the school office at the start of the new school year. For children's privacy and protection, please do not tag photos of children, and please do not name them in your comments. On rare occasions and with parental permission, the school Facebook admin team may name students. Tagging of parents or friends within the comment box is permitted, with the understanding that all other rules of engagement are followed. ***Students incorrectly published will be removed immediately. Students without permission to publish could be deidentified in a post.***

Students Friending Staff on Facebook

Please note that the Facebook terms and conditions state that no one under the age of 13 years should have a Facebook profile.

Parents / Carers Friending Staff on Facebook

Please note that the Department of Education has this advice for teachers 'Friending' parents on Facebook: *The line between your professional and personal life could become blurred making it difficult to manage your professional relationship with the parents when that becomes necessary. You also need to bear in mind that becoming a Facebook friend with a parent could result in their children getting access to your account as well.*

You also need to be mindful that you need to be careful what you say on Facebook if you have parents as friends as comments made online can be misunderstood and could result in parental complaints made to your principal.

In short, please do not ask to friend a member of staff on Facebook as refusal often offends.

Moderation hours

This page is moderated from 9am to 3pm on school days.

For further information regarding the use of our official social media channels please contact the principal via the school email address.

Related Documents

Social Media Policy

<https://education.nsw.gov.au/content/dam/main-education/policy-library/associated-documents/social-media-procedures.pdf>

eSafetyCommisioner

<https://www.esafety.gov.au/>

Code of Conduct

<https://education.nsw.gov.au/about-us/rights-and-accountability/department-of-education-code-of-conduct>