



FACEBOOK POLICY

To ensure this page is a positive reflection of the great things happening at our school, we ask you to respect our Facebook Page Guidelines.

Rationale: Frankston Heights Primary School acknowledges that there are increasing numbers of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage and communicate with audiences in new ways.

Aim:

Frankston Heights Primary School aims to:

- Allow our community to be informed about activities and achievements through a widely used forum.
- Build our school community by building our school spirit.
- Promote a positive image for our school and celebrate the highlights of our school community.
- Develop our school community's understanding of social media and to make connecting with our school more convenient for our families

Policy Statement:

Frankston Heights Primary school reserves the right to suspend or block parents from using the school's Facebook site at the discretion of staff and School Council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

Guidelines:

- Frankston Heights Primary School staff administers of the FHPS website and social media channels are the only user who can post to our Facebook page.
- Parental consent for the use of students' first name and photos will be obtained at the start of every new school year.
- All users following the school's Facebook page who are interacting ('liking') the posts must do so with a Facebook account that is identifiable.
- The school **will not** respond to private messages, comments or questions on the page.

- The school will only use first names of students in posts. Teacher's official names or parents first names may be used when acknowledging positive work or contribution.
- FHPS reserves the right to remove any content which is deemed to be in breach of these Facebook Guidelines. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws.
- FHPS does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We encourage children only under parent supervision, to view our school's Facebook page. We trust the conduct of our community members on our Facebook page will serve as a positive role model on how to behave appropriately on social media spaces.

Should anyone fail to comply with the Facebook Page guidelines, they will be blocked from the Frankston Heights Primary School Facebook Page. Further action might be taken, depending on the issue.

FHPS's Facebook Page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

The Frankston Heights Primary School Facebook policy complies with the DET social media guidelines.

Find the Frankston Heights Primary School Facebook Page via:
www.facebook.com/frankstonheightsps

Evaluation:

This policy will be reviewed yearly.