

Social Media (Facebook) Policy



PURPOSE

This policy outlines how Frankston Heights Primary School uses its official Facebook page to communicate with the school community and the expectations for anyone interacting with the page.

The policy aligns with the Department's guidance on school communications, privacy, child safety, records management and appropriate use of social media.

SCOPE

This policy applies to:

- all staff responsible for administering the school's Facebook page
- parents, carers and community members who access or interact with the school's Facebook page
- School Council members and volunteers acting on behalf of the school.

POLICY

Frankston Heights Primary School uses its official Facebook page to celebrate student learning, promote school events and achievements, and share information with our school community.

Facebook is used as a supplementary communication channel. Official school communications requiring a response, permission, consent or action will continue to be communicated through approved school communication platforms such as Sentral, email and newsletters.

The school is committed to ensuring that all social media communication reflects the Department's values of respect, inclusion, integrity and child safety.

OBJECTIVES

Frankston Heights Primary School aims to:

- celebrate student learning, achievements and school events
- promote a positive image of the school within the wider community
- strengthen connections with current and prospective families
- provide timely information about school activities and community events
- ensure all social media communication is professional, respectful and consistent with Department policies.

Administration of the Facebook Page

The official Frankston Heights Primary School Facebook page is managed by authorised school staff.

Only authorised administrators may publish content on behalf of the school.

The school will:

- ensure information shared is accurate and appropriate
- maintain professional standards in all posts
- comply with Department privacy requirements
- comply with child safety obligations when publishing content.

The school does not use Facebook as a customer service or messaging platform and does not monitor or respond to private messages or comments seeking individual assistance. Parents and carers requiring support or wishing to discuss matters relating to their child should contact the school directly via the school office or approved communication channels (refer to the school's Communication Policy).

Student Images and Personal Information

The Frankston Heights Primary School recognises the importance of protecting students' privacy.

Before publishing photographs, videos or other identifiable images of students, the school will ensure appropriate parent/carers consent has been obtained in accordance with Department requirements and the school's Photographing, Filming and Recording Students Policy.

When identifying students:

- only first names will be used
- surnames, personal contact details or other identifying information will not be published
- images or information will not be shared where consent has not been provided or where publication may place a student at risk.

Community Expectations

We welcome positive engagement from our school community.

When interacting with the school's Facebook page, community members are expected to:

- be respectful and courteous at all times
- communicate in a manner consistent with the values of our school community
- respect the privacy of students, families and staff
- comply with applicable laws, including copyright and privacy legislation.

The Facebook page must not be used to:

- raise concerns or complaints about individual students, staff members or families
- discuss confidential or personal matters
- post defamatory, abusive, threatening, discriminatory, offensive or harassing content
- publish false or misleading information
- promote political, commercial or personal interests unrelated to the school
- share material that breaches copyright or intellectual property laws
- publish photographs or videos of students or staff without appropriate consent.

Parents and carers wishing to discuss concerns should do so through the school's established complaints and communication processes (refer to the school's Complaint and Communication Policies).

Moderation

Frankston Heights Primary School reserves the right to moderate all interactions on its Facebook page.

The school may hide or remove content that:

- breaches these guidelines
- is offensive, inappropriate or unlawful
- contains personal or confidential information
- compromises student or staff privacy
- is considered inconsistent with the values of the school or the Department of Education.

Where appropriate, users who repeatedly breach these guidelines may be:

- blocked from interacting with the page
- reported to Facebook
- referred to relevant authorities where comments or posts may constitute unlawful behaviour, threats or other serious matters.

Disclaimer

The views expressed by members of the public on the school's Facebook page do not necessarily reflect the views of Frankston Heights Primary School or the Victorian Department of Education.

The school cannot guarantee the accuracy of information posted by third parties.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- Available publicly on our school's website
- Discussed at staff briefings/meetings as required
- School Communication platform, Sentral

RELATED POLICIES AND RESOURCES

This policy should be read in conjunction with the school's:

- Child Safety Policy
- Privacy Policy
- Communication Policy
- Photographing, Filming and Recording Students Policy
- Digital Learning Acceptable Use Agreement
- Complaints Policy
- Respectful Behaviours within the School Community Policy

POLICY REVIEW AND APPROVAL

Policy last reviewed	July 2026
Approved by	Principal
Next scheduled review date	July 2028