



COIMADAI PRIMARY SCHOOL N^o. 716

FACEBOOK POLICY

PREPARED BY: Promotions and Marketing Committee

To be reviewed in: 2024

1 Rationale

Facebook has many potential benefits. It can be used to share information with parents/carers and the wider community. It is also a low-cost marketing strategy to improve awareness of Coimadai PS and what it has to offer.

The Facebook page is intended to be a welcoming and friendly space for all visitors.

2 Scope

Coimadai Primary School will use the School Facebook page to achieve the following aims:

- To keep the Coimadai Primary School community up to date with school-wide activities
- To provide a platform for the community to celebrate students' successes and achievements.
- To build the School community and strengthen School spirit.
- To advertise School events to the School community and wider community.
- To share special interest articles that families may value.
- To provide the wider community with an additional avenue of communication with Coimadai Primary School.
- To strengthen the Coimadai Primary School brand by building awareness of the School in the broader community.

3 Controlling Posts

To ensure that Coimadai Primary School is achieving its desired aims, the School maintains the following rights over how the Facebook page posts are controlled:

- The Coimadai Primary School Principal and one other Teaching Staff will be Administrators of the page. Administrators have full control of the page including: managing page roles and settings, creating and deleting posts, creating ads, respond to and delete comments and posts to the page, remove and ban people from the page and see who has published as the page.
- The Convenor of the Marketing/Promotions School Council Sub-Committee and the President of the Parents and Friends Group will be Editors of the page. Editors have the same roles as Administrators except they cannot manage or assign page roles or settings.
- Visitors will not be able to author their own posts or upload media such as videos or photos;

- Visitors will be able to like, share, re-post or comment on the school's posts and on comments made by other users;
- Coimadai Primary School will only ever use the first name of any student or parent on its Facebook page. Where teacher's names appear on the Facebook page, they will only be referred to by title and surname. No first name will be supplied, e.g. Mr. Smith;
- It is the responsibility of the Coimadai Primary School Communications Officer to ensure correct permissions have been obtained from School families and staff prior to posting on Facebook.

4 Safety

In the interest of community safety, Coimadai Primary School reserves the right to add, remove or alter any content or information appearing as a comment on the Coimadai Primary School Facebook page if the school believes that it violates these safety standards or any other school policies.

Visitors interacting on the Coimadai Primary School Facebook page agree to communicate within the following guidelines:

- Visitors should not make comments on the Coimadai Primary School Facebook page that is hate speech, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence;
- Visitors should not make comments that bully, intimidate, or harass any user;
- Visitors should not make comments that infringe or violate someone else's rights or otherwise violates the law as criminal behaviour;
- Visitors should not make comments that violate the privacy of Coimadai Primary School staff, students or stakeholders;
- Visitors should not make comments that are derogatory, unprofessional, disrespectful, abusive or use foul language;
- Visitors should not speak on the school's behalf, misrepresent the school or any member of the school community;
- Visitors should refrain from commenting in any manner that brings the school into disrepute;
- Visitors should not use the Coimadai Primary School Facebook page for unauthorised commercial communications (such as spam), for commercial self-promotion or direct sales pitches;
- Visitors should not use the Coimadai Primary School Facebook page to engage in unlawful multi-level marketing, such as a pyramid scheme;
- Visitors should not use the Coimadai Primary School Facebook page to impersonate any person or entity nor should they create a false identity solely for the purpose of misleading others;
- Visitors should not use the Coimadai Primary School Facebook page to collect other users' content or information;
- Visitors should not use the Coimadai Primary School Facebook page to solicit login information to access an account belonging to someone else;
- Visitors should not upload files that contain malicious code, corrupted files or viruses that may damage the operation of another's computer or property of another;
- Visitors should not use the Coimadai Primary School Facebook page to circulate identification documents or sensitive financial information;
- Visitors will not breach Coimadai Primary School's copyrights or trademarks or use any confusingly similar marks, except as expressly permitted by the school or with prior written permission;
- Visitors should not facilitate or encourage any violations of this statement or Coimadai Primary School policies;

- Visitors interacting with Coimadai Primary School's Facebook page, must do so using a Facebook account that is identifiable;
- Coimadai Primary School does not endorse children under the age of thirteen years (a threshold imposed by Facebook) having their own Facebook account. Younger students are encouraged to view the school's Facebook page via their parents Facebook account and under parental supervision; and
- Facebook provides tools to protect intellectual property rights. To learn more, visit Facebook's Help Centre.

5 Hate Speech

Hate speech includes, but is not limited to, content that directly attacks people based on their:

- Race or Ethnicity;
- National origin;
- Religious affiliation or views;
- Club or Community Associations;
- Political affiliation or views;
- Sexual orientation;
- Sex, gender, or gender identity; and
- Disabilities or diseases.

Any instances of hate speech will result in an immediate removal of the offending post and a ban from the Coimadai Primary School Facebook page.

6 Bullying and Harassment

Bullying and harassment includes, but is not limited to, content that:

- Identifies and shames private individuals;
- Alters images to degrade private individuals;
- Posts photos or videos of physical bullying designed to shame the victim;
- Shares personal information or personal insights to blackmail or harass people; and
- Repeatedly targets people with unwanted friend requests or messages.

Any instance of bullying and/or harassment will result in an immediate removal of the offending post and a ban from the Coimadai Primary School Facebook page.

7 Criminal Behaviour

Criminal behaviours can occur online. On social media, the most common crimes include:

- Cyber bullying;
- Stalking;
- Threats of violence; and
- Defamation.

Any instance of criminal behaviour will result in an immediate removal of the offending post and a ban from the Coimadai Primary School Facebook page and the relevant authorities will be contacted.

8 Consequences for Violation of Terms

In order to keep the Coimadai Primary School Facebook page a safe and positive space for our community, there are consequences for offending material or actions.

Warning

In the first instance, the offending content will be removed and a message will be sent to the offending account advising of the penalty and reiterating the Coimadai Primary School Facebook page protocols.

Page Bans

In the case of a second infraction, the offending account will be blocked and will no longer have access to the Coimadai Primary School Facebook page.

Reporting

In the case of serious infractions including viable threats, stalking and harassment, Coimadai Primary School will work with law enforcement and these instances will be reported to police if it is believed there is a genuine risk of physical harm or direct threats to public safety.

9 Social Media Monitoring

All members of the Coimadai Primary School community have a moral obligation to respect other members of the School's community and to regard their safety. The School actively seeks the support of the community to maintain rigorous safety standards by reporting any inappropriate behaviour on the Coimadai Primary School Facebook page to the School management.

10 Warranty

Coimadai Primary School makes no claims, promises, or guarantees about the accuracy or completeness of the online or social media content, and expressly disclaims liability for errors and omissions in it.

Appendices

1 Rules of Engagement

The following Rules of Engagement will remain pinned to the top of the Coimadai PS Facebook Page at all times:

In joining our community on Facebook, Coimadai PS follows Facebook's Community Standards. Students Facebook Terms and Conditions state no one under the age of 13 years should have a Facebook profile. Therefore, any comments or page fans from primary students on the Coimadai PS page will be removed and, if warranted, users will be reported.

Coimadai PS will only tag or name photos of students if permission to publish forms have been completed by the student's parent or guardian. Tagging of parents or friends within the comment box is permitted with the understanding that all other rules of engagement are followed.

Coimadai PS encourages interaction from participants with the understanding that the school does not endorse comments or wall postings made by visitors to the page. 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.

We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards including comments that are deemed:

- *racist, sexist, abusive, profane, violent, obscene, spam*
- *advocate illegal activity or are wildly off-topic.*
- *libel, incite, threaten or make personal character attacks on Coimadai PS students, employees, guests or other individuals.*

We reserve the right to remove any participant that does not adhere to the Rules of Engagement or Facebook's Community Standards. Remember, your name and photo will be seen next to your comment, visible to all visitors to the page. We will not permit messages selling products or promoting commercial, political or other ventures.

Moderation Hours - *This page is moderated from 9am to 3pm on weekdays.*