

FACEBOOK POLICY & CODE OF CONDUCT

Policy Background

This policy was created in June 2012 to guide the implementation of the Facebook site for Parents at Lysterfield Primary School. In 2015, the site is up and running well in the school and the policy guides the use of the site.

Purpose

Since its inception in 2004, Facebook has rapidly emerged as the most popular social networking site in the world, with 1.44 billion in 2015. Lysterfield Primary School seeks to be at the forefront of technological innovation and to capitalise on Facebook's potential as a mechanism for interactive communication with parents to strengthen the school community, *esprit de corp* and ultimately, student outcomes. To this end, the Lysterfield Primary School Facebook Policy has been developed to define appropriate terms of use by parents and staff.

Aims

1. To ensure that DET and legislative requirements in relation to social networking and in particular, Facebook, are adhered to (Appendix A) and that all users and moderators of the Lysterfield Primary School Facebook page are aware of these policies and requirements
2. That all Facebook users and moderators are aware of appropriate usage guidelines and steps that will be taken to deal with inappropriate use
3. To mitigate the risk of civil or criminal legal action and damage to Lysterfield Primary School reputation
4. To ensure the smooth and successful running of the Lysterfield Primary School Facebook Page and to promote Lysterfield Primary School as a best practice model of technological innovation and wider school community engagement.

Appropriate Usage Guidelines

- See attached Code of Conduct
- See Appendix A (1)

Definitions of Inappropriate Use

- See attached Code of Conduct
- See Appendix A (2)

Steps to deal with Inappropriate Use

- See attached Lysterfield Primary School Facebook Risk Management Plan
- See attached Code of Conduct

See Appendix A (3,4)

Implementation of the Policy

1. A copy of this policy to be made available through the Lysterfield Primary School website.
2. All parents / members of school community who 'like' the Lysterfield Primary School Facebook Page accept the terms and conditions of this policy and the code of conduct.
3. Principal of Lysterfield Primary School to ensure overall responsibility for implementation of this policy.

End State

- Lysterfield Primary School Facebook page to effectively facilitate 'real-time' transmission of educational and administrative information to parents and the wider school community, build a greater sense of school community, celebrate student achievement and place Lysterfield Primary School at the fore of contemporary technology.

Evaluation

Ongoing yearly evaluation as appropriate by Principal, School Council and Moderator(s).

Appendix A:

Relevant DET Guidelines and Root Sources

1. Department of Education and Training (DET) Acceptable Use Policy: DET Information Communications and Technology (ICT) Resources. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/govrel/Policy/2011acceptable-use-policy-ICT.pdf>
2. DET Building Respectful and Safe Schools: A Resource for School Communities. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>
3. A Step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/incidents.pdf>
4. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/smcontent.pdf>
5. A Step-by-Step Guide for DET Employees to Access Legal and Well Being Support for Online Incidents of Concern. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/support.pdf>
6. The Victorian Teaching Profession Code of Conduct. Available at:
<http://www.vit.vic.edu.au/SiteCollectionDocuments/PDF/Code-of-Conduct-June-2008.pdf>
7. Code of Conduct for Victorian Public Sector Employees. Available Online at:
http://www.ssa.vic.gov.au/images/stories/product_files/810_CodeofConduct2007.pdf
8. Guidance for Use of Social Media in the Victorian Public Sector. Available at:
http://www.egov.vic.gov.au/pdfs/PSSC_Social_Media.pdf
9. Facebook Statement of Rights and Responsibilities. Available at: www.facebook.com/legal/terms

Relevant Legislation

1. Public Administrations Act 2004 (Vic). Available at:
http://www.austlii.edu.au/au/legis/vic/consol_act/paa2004230/
2. Education and Training Reform Act 2006 (Vic). Available at:
http://www.austlii.edu.au/au/legis/vic/consol_act/eatra2006273/
3. Information Privacy Act 2000. Available at:
<http://www.austlii.edu.au/au/legis/vic/consol%5fact/ipa2000231/index.html>
4. Telecommunications Act 1997. Available at: <http://www.comlaw.gov.au/Details/C2010C00227>

Facebook Code of Conduct

Aims of the Lysterfield Primary School Facebook page

Our aim is to grow our school and community's understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page will enable us to seek your input on school issues whilst providing feedback on potential areas of improvement. Ultimately, an active and inclusive Facebook page has the potential to strengthen and empower our school community. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great.

Our Code of Conduct

Member Names

All school community users must agree to use their real names in any interaction on the Lysterfield Primary School Facebook page. Pseudonyms/alias' will be removed from the Lysterfield Primary School Facebook page. This allows us to monitor content and posts and to ensure the integrity of the page as far as possible.

Content of Posts

Members of the Lysterfield Facebook page are asked to ensure activity, including posts, conform with the general aim of the page listed above. Lysterfield Primary School is happy to be alerted to issues via its Facebook page though wishes to remind the community that some things are best dealt with privately. The page is a public forum and hence issues raised should be centred on potential areas of improvement in school processes or infrastructure.

When issues are raised we are happy to see people support the issue via a facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. Comments inciting an unconstructive atmosphere including overly negative comments will be removed.

The easiest way of understanding this is to consider the Lysterfield Primary School Facebook page as an interactive dimension of the school newsletter. Used appropriately and in the spirit of its aims, the Lysterfield Primary School Facebook page has the potential to place the school at the forefront of engagement with the wider school community.

When can I not use individual names in posts?

The page will not allow the use of teaching, administration staff, student and wider school community names in any issues based posts concerning school services, processes or infrastructure.

When can I use Names in Posts?

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build a strong sense of community. Public congratulations and thanks contribute to this.

How to Interact with the Facebook Page

Users can comment on the school's postings and on comments by other users. Users can also 'like' a post or comment by clicking the like button. Users are not able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

Underage Facebook Users

Lysterfield Primary School does not endorse children under the 13 year old threshold imposed by Facebook to create their own Facebook account. We encourage children under parental supervision to view our school's Facebook page and contribute content. We believe our community conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Friending Teachers on Facebook

Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to Facebook 'friend' our teachers.

Moderation and Blocking

Lysterfield Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's blocklist.

Actions Resulting from any Breaches of the Code of Conduct

Lysterfield Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

The Law and Facebook's Terms

Lysterfield Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms. Additionally the Facebook page is subjected to the Victorian Government / Education Department's workplace occupational health and safety guidelines including provisions relating to bullying and discriminatory behaviour. Please see the following publication for further information: *Building Safe and Respectful Schools: A Resource for School Communities*. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>

All posts will be subjected to moderation in accordance with these provisions.

Constant criticism and/or derogatory comments*	<ol style="list-style-type: none"> 1. Remove comments 2. Review moderation process (why are comments going through) 3. Advise user of Code of Conduct 4. Block user 5. Remind all users of Code of Conduct
Swearing	<ol style="list-style-type: none"> 1. Remove comment 2. Blocked by profanity filter 3. Advise user of Code of Conduct 4. Block user 5. Remind all users of Code of Conduct
Posting myths/untruths	<ol style="list-style-type: none"> 1. Diplomacy- thank user, dispel myth with fact 2. If considered a deliberate untruth advise user of Code of Conduct
Parents creating alias'	<ol style="list-style-type: none"> 1. Advise user of Code of Conduct 2. Remind community of Code of Conduct 3. Take page down and inform community why
Page gets hacked	<ol style="list-style-type: none"> 1. Remove comments 2. Relentless act- remove page temporarily
Students or Individual staff named	<ol style="list-style-type: none"> 1. Remove comment 2. Advise user of Code of Conduct as well as Defamation Act (users need to be aware of potential legal consequences if a staff member/student is defamed) 3. Block user 4. Remind all users of Code of Conduct

Facebook Monitoring Action Plan

Relevant DET Guidelines

1. A Step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/incidents.pdf>
2. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/smcontent.pdf>
3. A Step-by-Step Guide for DET Employees to Access Legal and Well Being Support for Online Incidents of Concern. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitallearning/support.pdf>
4. * The Lysterfield Primary School Facebook page is subjected to the Victorian Government / Education Department's workplace Occupational Health and Safety Guidelines including provisions relating to bullying and discriminatory behaviour. Please see the following publication for further information:
Building Safe and Respectful Schools: A Resource for School Communities. Available at:
<http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>