



## FACEBOOK POLICY 2020

### GENERAL STATEMENT

Facebook is a social networking website open to any person over the age of 13.

### RATIONALE

- Facebook states that use of a ***Community or Public Figure Page*** is to 'Connect and share with people in your community, organisation, team, group or club'. ***Community or Public Figure Pages*** can be created by users for local business, brand, product or organisation, artist, band or public figure.
- Facebook Pages Terms provide that a ***Community or Public Figure Page*** can only be created by (or with the authority of) the organisation that the page is meant to represent.
- Schools can approach Facebook to remove any ***Community or Public Figure Pages*** relating to the school that have not been established by the school, on the basis that these pages breach the Facebook Pages Terms.

### IMPLEMENTATION

- The address for the Hume Valley School ***Community or Public Figure Page*** is <https://www.facebook.com/humevalleyschool>
- The Facebook Pages Terms provide that only an authorised representative of the subject of a '***Community or Public Figure Page***' may administer a page.
- The Principal Class Team and the Office and Admin Coordinator will administer the page.
- Members of the leadership team may also request administrator access.
- Any administrator who views inappropriate content should immediately remove it. They should first take a screen shot of the content and e-mail it to the Principal Class Team.
- Any person who posts inappropriate content will be 'banned permanently' from the page. If they are a current student at the school, they will undergo a cybersafety program and will be supported through the process to ensure appropriate use of safe internet use as per the school policy.
- When posts are made on the Hume Valley Facebook page, we encourage the community to 'like' posts as a sign of their encouragement and support our school community. We have tools in place to help manage what visitors can post to avoid discouraging message.

- School administrator must upload to the Hume Valley School Facebook site, current news relating to the sub school programs at least 3 times per term. This may be of excursions, performances etc. and must include photos or a short video.
- The content must be uploaded within one day of the event.
- School administrators must ensure that only students who have appropriate permissions are uploaded onto the page.
- Whole school content may be posted by the Principal, Assistant Principals or Office and Admin Coordinator.
- For consistency, the Principal Class Team will regulate and use discretion in relation to which members list. Members maybe blocked if they have no known association with the school or have an inappropriate profile.
- Any person under the age of 13 years will be blocked as a friend of the Hume Valley School Community page and will not be allowed to post on the school page. In the case of current Hume Valley School students, parents/carers will be notified and the student will be unable to access the page until they reach 13 years.
- Photos and videos of students will not be posted on the page if their parents/carers have requested that photos or footage not be published through the 'Hume Valley School Community Page' on the school enrolment form.
- Each year parental permission will be sought through the annual indemnity form in relation to permission for their child to be on the page.

## REFERENCES

- Facebook Policy can be found at <https://www.facebook.com/privacy/explanation>
- DET Guidelines for Using social media: Guide for employees can be found at <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>

**Evaluation:** this policy will be reviewed as part of the school's three year policy review cycle.

<b>Ratified at School Council</b>	Not Required
<b>Review Date</b>	June 2020