



FACEBOOK POLICY

PURPOSE

Ultima 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. The purpose of this policy is to inform the school community of Ultima Primary School's expectations and safe usage of the school's Facebook page.

SCOPE

This policy applies to all Students, families and staff of Ultima Primary.

Ultima Primary School aims to:

1. grow our school and community's understanding of social media and to make connecting with our school more convenient for our families
2. allow our community to keep up to date with activities through a medium which is preferred by many
3. to seek input (through comments and 'likes') from our families
4. build our school community by building our school spirit
5. strengthen the school community and enhance the wellbeing and connectedness of all community members in a positive and united way
6. provide a positive focus for our school and bring everyone's attention to the things we do that make our school community great

POLICY

- Ultima Primary School reserves the right to suspend or cease using Social Media at the discretion of staff and the 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.

Implementation:

- **IDENTIFIABLE ACCOUNTS:** All users (following or commenting) interacting with Ultima Primary School's Social Media pages, must do so using a Facebook account that is identifiable
- **POSTING COMMENTS:** Ultima Primary School encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Social Media pages. When comments are made we are happy for people to register their support through Social Media comments or 'likes'. We will however, not support interactions that incite negative sentiments. Names of staff, students, or school community members must not be used in any negative postings.

- **WHEN CAN I USE NAMES IN POSTS?** No student's names are to be used in posts made by the school. First name of adults only to be used. However, we do encourage you if you wish to acknowledge someone's great work or community contribution to mention community members or groups by name. Facebook used in this way will build our community and community recognition goes a long way to supporting a positive school environment.
- **HOW TO INTERACT WITH THE SOCIAL MEDIA PAGES:** Initially, users will be able to comment on the school's postings and on comments made by other users. Users will also be able to 'like' or post a comment by clicking on a button. Users will not be able to author a posting of their own or load media such as video or photos.
- **UNDERAGE FACEBOOK USERS:** Ultima Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook AND Instagram), having their own accounts. We encourage children, under parental supervision, to view our school's Social Media pages and contribute to content. We believe the conduct of our community members on our Social Media pages will serve as a role model for our students on how to behave in social media spaces.
- **MODERATION AND BLOCKLISTING:** Ultima Primary School reserves the right to set the strength level of the Social Media profanity filter and to add additional words and names to the page's blocklist. Actions resulting in deliberate breaches to this policy may include prohibiting a user from interacting on the school's Social Media Pages.
- **PRIVACY:** Parental consent for the use of student photos will be obtained on an annual basis.
- **THE LAW AND FACEBOOK'S TERMS:** Ultima Primary School's Social Media page operates under the Commonwealth Telecommunications Act and relevant Social Media Terms.

REVIEW CYCLE – 3 YEARS

This policy was last updated on 11-2-21 and is scheduled for review in Feb 24.