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# SHELL COVE PUBLIC SCHOOL

## Facebook Rules of Engagement and Social Media Guidelines

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There is only one official Facebook Page of Shell Cove Public School (Shell Cove Public School). We see the use of an official Facebook page as an opportunity for our school to celebrate the life and pulse of student learning. Users of our official social media sites should carefully review our social media guidelines. Shell Cove Public School follows the Department of Education Code of Conduct and Facebook's Community Standards. Under no circumstances will we tolerate negative behaviour towards individuals, our teachers, our administration staff or our school.

### PAGE GUIDELINES

The intent of this page is to provide a hub for responsible community engagement that celebrates the daily life of our school. We regularly post photos of student achievement, class activities, excursions and publish important information about our school. We proactively support participation in social media to develop and grow digital citizenship throughout our community. Shell Cove Public School values the responsible use of social media articulated in a range of policies and guidelines that govern the expectations of online behaviour.

### COMMENTS POLICY

Shell Cove Public School encourages interaction from Facebook users but is not responsible for comments or wall postings made by visitors to the page.

- Shell Cove Public School asks that people making comments on the page show respect for the school and for their fellow users by ensuring the discussion remains civil and respectful.
- Comments may be disabled on posts if and when the school deems appropriate.
- Comments are also subject to Facebook's Terms of Use and Code of Conduct.
- Remember that your name and photo will be seen next to your comment, visible to the thousands of visitors to the page.

We reserve the right to remove any content that we believe is in breach of these policies, guidelines and the values of our school. Shell Cove Public School will remove content if it contains:

- Comments that are deemed negative or promote the school in a negative light. If you have any issues/concerns, we ask that you contact the school directly.
- Comments that incite, threaten or make personal character attacks on Shell Cove Public School students, employees, guests or other individuals.
- Offensive, abusive, obscene, profane, hateful or racial content, links or images.
- Reference the direct full name or descriptive reference to an individual, irrespective of the tone of the associated post.
- Are wildly off-topic.
- Anything else that the school deems inappropriate and does not align with our values, standards, policies and guidelines.

**We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards.**

### POSTING, TAGGING OR NAMING STUDENT PHOTOS

Photos of students are posted with reference to the Department of Education publishing permission forms, completed on a yearly basis and at enrolment. For children's privacy and protection, please do not tag photos of children, and please do not put their full name in your comments. With parental permission, students may be named by the school Facebook administration team. Tagging of parents or friends within the comment box is permitted, with the understanding that all other rules of engagement are followed.

### STUDENTS

Please note that the Facebook Terms and Conditions state that no one under the age of 13 years should have a Facebook profile. Therefore, any primary students who 'Like' or comment on the Shell Cove Public School Facebook page will have their post deleted and profile reported immediately.

## FRIENDING STAFF ON FACEBOOK

Please note that the Department of Education has this advice for teachers:

*'Friending' parents on Facebook: The line between your professional and personal life could become blurred making it difficult to manage your professional relationship with the parents when that becomes necessary. You also need to bear in mind that becoming a Facebook friend with a parent could result in their children getting access to your account as well. You also need to be mindful that you need to be careful what you say on Facebook if you have parents as friends as comments made online can be misunderstood and could result in parental complaints made to your principal.*

In short, please do not ask to friend a member of staff on Facebook.

## MODERATION HOURS

This page is moderated from 9:00am to 3:00pm on weekdays.

For further information regarding the use of our official social media channels please contact the school at [shellcove-p.school@det.nsw.edu.au](mailto:shellcove-p.school@det.nsw.edu.au)