



KIEWA VALLEY PRIMARY SCHOOL

FACEBOOK POLICY

PURPOSE

Kiewa Valley Primary School acknowledges that there is an increasing number of people using social networking media sites. The widespread availability and use of social media applications brings opportunities to engage and communicate with the community in new ways. The purpose of this policy is to outline the guidelines to ensure the safe and responsible use of social media within our school community.

POLICY

Kiewa Valley Primary School is committed to providing a safe, supportive and inclusive environment for all students, staff and members of our community. Our school recognises the importance of the partnership between our school and parents and carers to support student learning, engagement and wellbeing. We share a commitment to, and responsibility for, creating an inclusive and safe school environment for our students, parents and staff.

Content

Kiewa Valley Primary School's Facebook page will be only used as a means of communication for the Parents Club to share upcoming events and fundraisers, as well as a space to request the help of extra parents as needed for events. Information will be posted to the Facebook page by authorised administrators within our school community only. The Facebook page will not be used for new information, which has not been distributed in other forms. There is no requirement for parents or staff to follow the Facebook page.

Our school will continue to use Compass as our primary source to communicate information about school based activities and events.

KEY PRINCIPLES & EXPECTATIONS

It is an expectation that all users of the Kiewa Valley Primary School Parents Club (KVSPC) Facebook page actively operate within school policies and guidelines, applying the principles of good digital citizenship. It is a further expectation that all users of the Facebook page will conduct themselves (through their comments and posts) in a respectful and responsible manner at all times.

The table below outlines the key guidelines, policy statements and expectations of Kiewa Valley Primary School's Facebook page.

KEY PRINCIPLES OF THE VICTORIAN DEPARTMENT OF EDUCATION	EXPECTATIONS AND POLICY STATEMENTS FOR USERS OF THE KVPS FACEBOOK PAGE
CYBERSAFETY: All members of the KVPS community are responsible for e-security and personal online safety precautions.	<ul style="list-style-type: none">• All users of the Kiewa Valley School Parent Club Facebook page must employ safety precautions when accessing information or posting comments. They must take responsibility not to publish personal information or images at any time.• Posting of personal or urgent issues by users is not appropriate. Grievances or concerns with

	<p>school procedures should be directed to the Principal as per the school grievance policy.</p> <ul style="list-style-type: none"> ● Only family members directly associated to students of the school will be accepted as users of the KVPSPC Facebook page. This will be monitored and updated regularly. ● This list of users on the KVPSPC Facebook page will be kept private.
<p>CYBERBULLYING: As a part of KVPS all online users should understand what cyberbullying is and the steps they can take to stop this behaviour. All users should be proactive in preventing cyberbullying. Users should understand that any hostile actions can have negative widespread impact.</p>	<ul style="list-style-type: none"> ● All users of the KVPSPC Facebook page actively prevent cyberbullying by not engaging in even one-off hostile cyber actions or use language that is negative, humiliating, intimidating, threatening or abusive of others. ● All users report any inappropriate use of the site to administrators
<p>DIGITAL CONDUCT: Everyone in our community deserves to be respected, valued and treated equally. It is important for users to understand that online environments are communities that users are helping to shape for the future. Comments that you make on social media are as public as if you were making the same comments to the media or at a public forum.</p>	<p>All users understand:</p> <ul style="list-style-type: none"> ● the KVPSPC Facebook page is designed to inform the school community about Parent Club social activities and fundraising events to foster and promote a more informed school community and source support for events and activities from the parent community. ● They must use a Facebook account that clearly identifies them by their real name. ● They will use a respectful and appropriate image of themselves when communicating through our Facebook page. ● Inappropriate comments, images and profiles that do not meet the School's Child Safety Code Of Conduct may be considered a breach of our rules of engagement and the user may be excluded access from the page.
<p>DIGITAL FOOTPRINT: It is important to understand that any activity conducted online in the digital environment leaves a trail and that nothing can be considered confidential. Users should know that what is written in online forums can last for years in the digital environment.</p>	<ul style="list-style-type: none"> ● All users actively engage in the KVPSPC page in a respectful and responsible manner and understand that anything published online may remain in the digital environment for many years. ● All users will respond to comments or posts with positive language
<p>DIGITAL RELATIONSHIPS: The development of positive and safe digital relationships is vital. All users should know when and how to restrict access or limit personal information about themselves and other users. Users have a responsibility to protect others from humiliation and should report online abuse.</p>	<ul style="list-style-type: none"> ● All users recognise that the primary purpose of the online service is to inform the community about Parent Club organised school events and that abuse of any kind against an individual or group, the school or DET will be reported to the relevant authorities.

	<ul style="list-style-type: none"> As it is customary for users to register their accounts in their full names, KVPSPC members will have their name as a visible identifier. No nicknames will be accepted.
<p>DIGITAL LAW: Online resources are for both study and entertainment and users should understand the potential consequences of downloading content and plagiarism.</p>	<ul style="list-style-type: none"> All users of the KVPSPC Facebook Page will act lawfully and within DET social media policy and guidelines at all times.
<p>DIGITAL HEALTH & WELLBEING: Balancing time online with family and friends in the real world is important for good health and wellbeing of digital citizens. Overuse of technology can have lasting impacts on both physical and mental health.</p>	<ul style="list-style-type: none"> All users will access the KVPSPC Facebook Page for the purposes of keeping up to date with matters relating to Parent Club/school fundraising and social events. It is not a place for posting personal comments or complaints.

Contributing to the page and Moderation

Kiewa Valley Primary School encourages families to contribute appropriately to posts on the Facebook page. 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 the Facebook page.

Administrators will be able to post on the page and members of the Facebook page will be able to comment on posts. Comments will need approval from administrators before they are posted. Please note this will be done in a timely manner and dependent upon the availability of administrators.

Administrators will actively monitor the Facebook page and will remove without warning any comment that does not follow the guidelines stated in this policy. Any user continuing to post comments outside the scope of this policy will be blocked from accessing the Facebook page.

Minimum age requirement for Facebook Membership

Kiewa Valley Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook) having their own Facebook account. Children may view the Facebook page at parental discretion.

FURTHER INFORMATION AND RESOURCES

Please see our *Student Wellbeing and Engagement Policy*

REVIEW CYCLE

This policy was last updated on July 2019 and is scheduled for review in July 2022