Social Media Policy
Maroubra Junction Public School

RATIONALE

Our intent 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 social media platform.

Most of all, our Facebook page is a place where we build our community by building school spirit.

We ask that our community accentuate the positives and bring to everyone’s attention all the things that make our school community great.

POLICY STATEMENT

This is a trial of using Facebook as a communication device for our school community. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of a potentially serious or criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant executive committee.

IMPLEMENTATION

All Executive members of Maroubra Junction Public School will have authoring rights on Social Media sites. The official school Facebook page will serve to;

- Inform parents and the wider community of some of the great work of Maroubra Junction Public School through articles, photos and video
- Inform parents of key dates in the school calendar
- Alert parents to changes in routine, such as wet weather cancellations

THE LAW AND FACEBOOK’S TERMS

The Maroubra Junction Public School Facebook page operates under the Commonwealth Telecommunications Act and Facebook’s Terms.

REFERENCES AND LINKS


COMMUNITY INFORMATION

Community members of Maroubra Junction are asked to adhere to the following terms when using Social Media associated with Maroubra Junction Public School.

- **Using Real Names**
  All users interacting with the Maroubra Junction Public School social media pages, by either liking or commenting on posts, must do so using an account that clearly identifies them by their real name.

- **Raising Issues**
  Maroubra Junction Public School is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. Issues involving any of the students or staff must not be raised in the Facebook page. 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. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issue based postings.

- **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 spirit; patting someone on the back publicly goes a long way to building the school we all want.

- **How to Interact with the Facebook Page**
  Initially, users will be able to comment on the school’s postings and on comments by other users. Users will also be able to ‘like’ a post or comment by clicking on the like button. Users will not be 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 changes to public postings. Maroubra Junction Public School encourages interaction from Facebook users but is not responsible for comments or wall postings made by visitors to the page.

- **Underage Facebook Users**
  Maroubra Junction Public School does not endorse children, under 13 years of age (a threshold imposed by Facebook), having their own Facebook account. Therefore, any students who ‘like’ the Maroubra Junction Public School page will be deleted and reported immediately.

- **Moderation and Blocklisting**
  Maroubra Junction Public 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 in breaches to this policy may include prohibiting a user from interacting with the school’s Facebook page.

We believe our community’s conduct on our Facebook page will serve as an example for our students as to how to behave in social media spaces.

Further Information
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