



# FACEBOOK AND INSTAGRAM POLICY

## 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 and Instagram page allows our community to keep up to date with activities through a range of different medium. Our Facebook and Instagram page is a place where school events and achievements can be shared across our community to build a positive school climate. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

## Aim

To provide clear understanding around the safe and ethical use of the Malvern Central School Official Facebook and Instagram pages.

## Using Real Account Names

All users interacting with the Malvern Central School Facebook and Instagram page, by either liking or commenting on posts must do so using a Facebook or Instagram account that clearly identifies them by their real name.

## When Can I Use Names In Posts

You can use first names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook or Instagram page to be used to build spirit; patting someone on the back publicly goes a long way to building respectful and positive relationships. Malvern Central School is happy to see people support a post via a Facebook or Instagram comment or a 'like'. We will however not support interactions that incite or fuel negative sentiments or brings the school into disrepute.

## What will the School Post – Subject to Parent Consent for Image use of MCS child

1. Student learning both in and out of the classroom
2. Student extra-curricular achievements
3. Whole school significant events
4. Activities that promote the school to prospective and current families such as our Parent Info Sessions, Fundraising Events
5. School administrator may post on behalf of the Parents Club

## How to Interact With the Facebook or Instagram Page

1. Users will be able to comment on the school's postings and on comments by other users.
2. Users will be able to 'like' a post or comment by clicking on the like button.

3. Users will not be able to author a posting of their own or load media such as video or photos
4. All comments made will be subject to moderation by the school.
5. All comments will adhere to the MCS Facebook and Instagram Policy, Anti-Bullying Policy, MCS Code of Conduct as well as the Commonwealth Telecommunications Act.

### **Underage Facebook Users**

Malvern Central School does not endorse children under the 13 year old threshold imposed by Facebook and Instagram to create their own account. We encourage children to be under parental supervision to view our school's Facebook and Instagram page and contribute to content. We believe our community's conduct on these pages will serve as role modelling for our students as to how to behave in a social media space.

### **Friending Staff on Facebook and Instagram**

The staff at MCS operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social media interaction. Please do not seek to Facebook and Instagram 'friend' our staff.

### **Moderation and Blocklisting**

Malvern Central School reserves the right to set the strength level of the Facebook and Instagram profanity filter and to add additional words and names to the page's blocklist. We ask that visitors making comments on the page show respect for other users by ensuring discussions remain civil. Personal attacks, trolling or spam will not be tolerated. We reserve the right to remove comments that do not adhere to this policy and Facebook and Instagram's Community Standards including comments that:

- are deemed racist, sexist, abusive, profane, violent, obscene, spam
- advocate illegal activity
- are wildly off-topic
- label, incite, threaten or make personal character attacks on Malvern Central School students, employees, guests or other individuals.
- are messages selling products or promoting commercial, political or other ventures.

Remember, your name and photo will be seen next to your comment, visible to all visitors to the page.

### **Moderation Hours**

The pages will be moderated from 8.00am to 5.00pm on weekdays.

## Actions Resulting From Any Breaches of the Policy

Malvern Central School reserves the right to block any user from interacting with its Facebook and Instagram page for breaches of this policy. Any comments or interactions which do not comply with the MCS Anti-Bullying Policy, Student Engagement Policy, Facebook and Instagram Community Standards or the Commonwealth Telecommunications Act will be immediately removed and dealt with in a more serious manner.

## The Law and Site Terms

Malvern Central School Facebook and Instagram page operates under the Commonwealth Telecommunications Act, Facebook and Instagram's Community Standards and the Department of Education Code of Conduct.

<https://www.alrc.gov.au/publications/71.%20Telecommunications%20Act/telecommunications-act-1997-cth>

## Other School Policies

This policy should be read in conjunction with other relevant school policies found on our website, such as:

- **Acceptable Use of Digital Technology Policy**
- **Student Engagement Policy**
- **Anti-Bullying Policy**
- **Duty of Care Policy**
- **Sponsorship Policy**
- **Child Safe Standards Policy**
- **Code of Conduct**

## Evaluation

This policy will be reviewed as part of the school's three-year review cycle.  
Next Review Date: 2021

This policy was last ratified by School Council in: **November 2018**