



Norton Summit Primary School



Social Media Policy

Access to social media as a platform for connection and communication with our wider school community is important however we need to ensure that these platforms remain safe and appropriate forums for all users. This policy outlines the expectations of all social media platforms (*namely facebook at this current time*) and actions taken in the event of behaviour/interactions that are deemed inappropriate or not in line with this policy.

Our Goal

The goal of our facebook page is to provide an easy access platform for events and highlights happening within our school community. This page is not a forum for personal details, opinions or agendas of any member of staff or the wider school community, but a platform to celebrate what we can do and be working together.

Facebook Management

The school's facebook page is managed and monitored by the school principal. Teachers do have access to this page upon request and for the purpose of promoting student achievement or connecting with the wider school community around class events. The principal has the ultimate responsibility of all content posted on the school's facebook page and will manage breaches of policy in a timely manner.

Acceptable and Appropriate Content

- ⇒ Promotion of school events (such as P&F fundraising events, busy bees etc)
- ⇒ Named student work or projects (where social media permission has been given from parent/caregiver/s)
- ⇒ Photos of school events where children's faces are not recognisable; *long shots of students can be used with permission from parent/caregiver/s* (such as sports day)
- ⇒ School works updates (such as grounds improvements/work)
- ⇒ School accessibility at drop off or pick up areas that may be affected
- ⇒ Health updates that affect school accessibility (such as COVID-19 advice)
- ⇒ Special impromptu events such as special visitors (koalas/horses etc)
- ⇒ Acknowledgement of businesses who have supported the school

Unacceptable Content (including comments on posts) - follow up from Principal necessary

- ⇒ Photos of students without permission of parents/caregiver
- ⇒ Posts including inappropriate or offensive language
- ⇒ Posts/comments that include confidential information about any person
- ⇒ Online threats or inflammatory statements against any person
- ⇒ Advertising for businesses



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Unacceptable Content (including comments on posts) - follow up from Principal necessary *cont.*

- ⇒ Any concerns about school staff, parents, students or our wider school community members including Governing Council members, P&F members and volunteers

Responses to Unacceptable Behaviour on Social Media

When the principal is aware of inappropriate content on the school's facebook page, they will:

- ⇒ Immediately remove inappropriate content
- ⇒ Make contact with those involved and seek to understand the purpose of the content
- ⇒ Reaffirm the school's Social Media policy and request no further inappropriate content is posted (in line with the school's Social Media policy).
- ⇒ Further incidents of breaching the school's Social Media policy will see those involved blocked from accessing the facebook page and the support of the Mount Barker 1 Portfolio Education Director sought

This policy was ratified by Governing Council on: