Social Media Policy
Maroubra Bay 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 and Instagram account allows our community to keep up to date with activities through a medium preferred by many.

Most of all, social media is an avenue 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 Maroubra Bay school community great.

The school reserves the right to suspend or cease using Facebook or Instagram 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 Bay 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 Bay 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

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GUIDELINES

The Principal or another member of the school executive approve all official social media accounts.

The official school Facebook and Instagram accounts follow the Department of Education guidelines as set out in this document https://www.det.nsw.edu.au/policies/technology/communication/social-media-procedures.pdf

Copies are available in the school office for any parent to read. All staff will participate in a policy refresher at the beginning of each school year.

Search for Maroubra Bay Public School on Facebook or simply maroubrabay on Instagram
Student Permission

Consent to publish on social media forms are included in the student enrolment form. Parents and guardians are able to withdraw consent to photograph students for social media at any time. All names (and an identifying photo) of those students on the ‘No Permission’ register are given to the social media executive to ensure that they are not used in any format. Blurring or covering the image can also be used by the school to assist in this process.

Staff Permission

All staff will sign similar permission slips to the students to have information published by the school. Staff may withdraw or change this permission at any stage.

COMMUNITY GUIDELINES

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

- **Using Real Names**
  All users interacting with the Maroubra Bay 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 Bay Public School is happy to be alerted to issues via its social media outlets 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 social media. When issues are raised we are happy to see people support the issue via a Facebook/Instagram 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 staff 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 or Instagram 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 Bay Public School encourages interaction from Facebook and Instagram users but is not responsible for comments or wall postings made by visitors to the page.

- **Underage Facebook or Instagram Users**
  Maroubra Bay Public School does not endorse children, under 13 years of age (a threshold imposed by Facebook and Instagram), having their own social media account. Therefore, any students who ‘like’ the Maroubra Bay Public School page will be deleted and reported immediately. We believe our community’s conduct on our social media pages will serve as an example for our students as to how to behave in social media spaces.

- **Moderation and Blocklisting**
  Maroubra Bay 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.