Social Media Policy

2016

Produced in consultation with the school community

Ratified by School Council on 18th May 2015

Amended 10 May 2016

To be reviewed 2017

Principal: Peter Bush

School Council President: Rebecca Hitchens

1. Guiding Principles

Our intent is to grow our school community's understandings 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 medium preferred by many. The page will also allow us to seek your input on issues from time to time.

Our Facebook page is a place where we can build on our school community by building on school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great.

This policy will be communicated to all families in the school community by the following means

- Being published on our school website
- Being available in hardcopy at the front office
- Being provided in hardcopy to a parent should they wish to have a copy
- Having links to the policy periodically published on our social media communication platforms including Facebook and the school app

This policy will be due for review in 2017.

2. Our Code of Conduct

2.1 Using Real Names

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

2.2 Raising Issues

Our Facebook page is not a forum to be alerted to issues. Issues, school improvements, infrastructure or processes involving students or staff must not be raised on the Facebook page. There is a formal process to raise parent complaints which is outlined in both the Student Engagement policy and the Parent Information Booklet. A copy of this process can be obtained from the office or on our website.

2.3 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. Students are only to be referred to by their first name. 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.

2.4 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 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 liberalising access.