

Facebook Policy

Date Reviewed	17 th May 2017, 16 th June 2020
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Author	Trish Bulluss
Approved By	Principal Class
Approval Authority (Signature & Date)	<i>Gaul Hardman 16.06.2020</i>
Responsible for Review	Assistant Principal
Review Date	May 2023
References	DET

RATIONALE

Seymour College acknowledges that there is an increasing number of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with the community in new ways. Our intent is to grow our College and community's understanding of social media and to make connecting with our College more accessible.

AIMS

- Foster our College and community's understanding of social media and to make connecting with our College more convenient for our families; including regular updating of the Seymour College Website, distribution of information through the Seymour College mobile device app, and distribution of the College newsletter.
- Allow our community to keep up to date with activities through a medium which is preferred by many.
- To seek input (through comments and 'likes') from our families.
- Build our College community by developing our College spirit.
- Provide a positive focus for our College and highlight the things we do that make our College community great.

POLICY STATEMENT

The College reserves the right to suspend or cease using Facebook at the discretion of staff and our College council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

GUIDELINES FOR ACTION / IMPLEMENTATION

Content

Seymour College believes the Facebook page is an appropriate way to communicate information to, and celebrate our success, with members of the community. Information will be posted to the Facebook page by authorised staff within the College only. Posts will contain information such as reminders of events, calendar dates, photos of special events, celebrations of student learning and achievement, and links to other important information that may be available periodically on the Seymour College website. The Facebook page will not be used for new information, which has not been distributed in other forms, and it is stated clearly that there is no requirement for parents, students or staff to Like or follow the Facebook page.

Using Real Names

All users interacting with the Seymour College Facebook page, by either liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name. The list of users who have liked the Seymour College page shall be kept private.

Contributing to the page

Seymour College encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page.

Users may refer to a specific person when acknowledging someone's great work or community contribution. Our philosophy is that our Facebook page will be used to build our College spirit, inform our community about our work, and connect people.

Interacting with Seymour College's Facebook Page

Initially, users will be able to comment on the College'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 post of their own or load media such as video or photos.

Minimum age requirement for Facebook membership

Seymour College does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We encourage children, at parental discretion, to view our College's Facebook page. We believe the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces.

Moderation

Seymour College will actively monitor the College's Facebook page, and will remove without warning any comment that does not follow the guidelines stated in this policy. Any user continuing to post comments outside the scope of this policy will be blocked from accessing the Facebook page.

Privacy

Parental consent for the use of student names and photos will be obtained on an annual basis.

Facebook Terms and Conditions and relevant legislation

Seymour College's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

EXPECTATIONS

- This policy will be reviewed as part of the College's review cycle.
1. This policy will be made available on the College's website.
 2. This policy was reviewed on

16/06/2020

Child Safe Standards

"Victorian government schools are child safe environments. Seymour College actively promotes the safety and wellbeing of all students, and all school staff are committed to protecting students from abuse or harm in the school environment in accordance with their legal obligations including the Child Safe Standards. The College's Child Safety Code of Conduct is available on the school's website."