Our intent is to develop our school community’s understanding and use of social media and to make connecting with our school community more convenient, accessible and immediate. Our school’s Facebook Page will allow our community to keep up to date with activities through a medium that is already used by many people.

**Rationale:**

Following discussions relating to the 2015 – 2018 school planning process, it was suggested that development of a Facebook Page could provide more effective, efficient communication within our school community.

In November 2014, the Budawang Facebook Page was established as a forum for staff to communicate with families about activities and events throughout the school year, and to provide an instantaneous forum to promote key events and achievements. An important goal was to provide opportunities for families and community members to share their knowledge and ideas with the school.

The Facebook page will also provide links to our newsletter, the school’s website and to valuable online resources relating to education and matters relating to disability.

**Policy Statement:**

The trial period will last until the end of the 2014 school year. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of potentially serious or criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

**Implementation:**

*Using real names*

- All users interacting with the Budawang School Facebook Page, by either liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name.
Rules of Engagement

- It is an expectation that all users of the Budawang School Facebook Page, will actively operate within the Department of Education and Communities (DEC) and school policy guidelines and **apply the principles of good digital citizenship**.
- It is a further expectation that all users of our Facebook service will conduct themselves (through their comments and posts) in a respectful and responsible manner at all times.
- While we welcome positive comments and posts and constructive criticism about school business, activities and events, we do not endorse or support negative personal attacks or abuse. Budawang School is happy to be alerted to issues via its Facebook Page but we would like to remind the community that some things are best dealt with privately through the direct contact with the Principal.
- The table below outlines the key components of the DECs Media Rules of Engagement and the expectations of Budawang School’s Facebook service to our community.

<table>
<thead>
<tr>
<th>Key Principles of the DECs Social Media Guidelines</th>
<th>Expectations and Policy Statements for users of the Budawang School Facebook Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Know and follow relevant department policies including the code of conduct</td>
<td>• Know the code of conduct and the possible risks associated with the use of the Facebook Page. Be aware of the expectations associated with professional behaviour</td>
</tr>
<tr>
<td>• Be aware when you mix your work and social lives</td>
<td>• Always represent yourself and the DEC well and be sure that the content you publish is consistent with DEC Core Rules and Values</td>
</tr>
<tr>
<td>• Be transparent and identify yourself when discussing DEC related topics or issues</td>
<td>• As an identified DEC employee your comments should be apolitical, impartial and professional</td>
</tr>
</tbody>
</table>
| • Consider what you say before you say it | • If you’re uncertain about something DON’T publish and then seek advice.  
  • Remember that some things are best dealt with privately, please contact the person privately if it is a delicate matter. |
| • Be original and respect copyright | • Acknowledge your source to show proper respect for copyright laws and fair use of copyright materials owned by others |
| • Use discretion | • Take care not to publish information that should not be made public.  
  • Always remember that content that is published on the internet is widely accessible and is public for a long time.  
  • If you are in doubt about whether information should be made public, seek advice first. |
| • Play fair: be polite and considerate | • Don’t be afraid to be yourself but always be respectful.  
  • Adopt a polite and considerate tone and avoid crossing the line from healthy debate to attack. |
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| **It’s a conversation so be human** | • Listen to what people say, avoid “lecturing”.
• Be plain speaking, informal but respectful, empathetic, friendly, positive, concise and honest |
| **Admit your mistakes**        | • We all make mistakes. So when you make a mistake, be quick to admit it and correct it.                                                                                                      |
| **Digital Footprint**-it is important to understand that any activity in the digital environment leaves a trail and that nothing online can be considered confidential. | • Users actively engage in the school’s online service in a respectful and responsible manner and understand that anything published online may remain in the digital environment for many years. |
| **Digital Health and Wellbeing – Balancing time online with family and friends in the real world is important for good health and wellbeing.** | • Users access the Budawang Facebook Page for the purposes of keeping up to date with matters relating to school business, activities and events. It is not a place for posting personal comments. |
| **Digital Law**-online resources have many users and users should understand the potential consequences of downloading content and plagiarism | • The staff, students, parent and community users of the Budawang School Facebook Page will act lawfully and within the DEC and school Social Media policy and guidelines at all times |

**Moderation and Blocking**

• Budawang 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 blacklisting.
• Actions resulting in breaches of this policy may include prohibiting a user from interacting with the school’s Facebook page.

**Negative posts and comments**

• It is an expectation that all users of the Budawang School Facebook Page actively operate within the DEC and school policies, procedures and practices.
• All Budawang School Facebook users are reminded that the purpose of our Facebook page is to generate useful and productive discussion about our school business.
• Negative posts and comments about any individual or group, about the school or DEC may constitute a breach of our ‘Rules of Engagement’. If deemed so, the post or comment will be deleted or not published and an explanation sent immediately to the message author stating why the post was deleted/not published and warning of future blocking if such posts and/or comments are repeated.

**Personal Disclosures**

• If you have any personal concerns or are worried about something relating to an individual, please contact the school and direct your concerns to the School Counsellor Assistant Principal or Principal.
• Do not post personal, negative or urgent issues on the Budawang School Facebook Page.

Tagging and Identification

• For safety and protection reasons, Budawang School Facebook users are advised that tagging photos and friends into a comment or post is not appropriate.

Profile Photos and Cover Page

• All Budawang School Facebook users are advised to use a respectful and appropriate image of themselves when communicating through our Facebook Page.
• Users are advised that inappropriate images may be considered a breach of our ‘Rules of Engagement’ and may be deleted. Equally, users are reminded that images can remain in the digital environment for many years.

The Law and Facebook’s Terms

• The Budawang School Facebook page operates under the Commonwealth Telecommunication Act and Facebook’s Terms.
• Staff use is governed by ‘The Code of Conduct’.

References

• DEC Code of conduct
• Social Media Policy
• To be read in conjunction with the Budawang School Facebook Page Procedures and Practices.

Review

• This policy will be reviewed at the end of 2104 when the trial will be evaluated.