



Millen Primary School
Learning Together

Social Media Policy

Social Media Policy

1. Purpose statement

To connect and communicate with the Millen Primary School Community to share information, and to, promote school events and activities.

2. Context

Millen Primary School fully acknowledges and recognises the emergence and influence of social media in the modern world, as well as the rights of individuals to actively participate in the undertaking of such activities. However, it is in the school's best interests that certain regulations be set in the usage of social media, especially when the usage of such mediums directly affect the school's public image and that of its student population. It is for that purpose that the school has chosen to draft and wilfully uphold this policy.

The school also acknowledges the inherent legal rights of its employees as mandated by higher institutions. Any provision that violates any of these rights will be considered null and not be enforced. However, barring any legal precedents, wilful violations of these policies will warrant appropriate sanctions.

3. Scope of the Policy

The policy will cover all individuals who are directly affiliated with Millen Primary School (Millen Community). This includes:

- All school staff members
- School Board
- Parents and Citizens' Association
- Family members / guardians of Millen students
- Millen students
- Consultants
- Contractors
- Interns
- Volunteers

4. Objectives

This policy seeks to:

- a) Establish clear guiding principles as to how members of the Millen Community are to conduct themselves when engaging with Millen's social media with reference to the school and its activities.
- b) Cultivate an environment wherein the use of social media contributes to the overall welfare and productivity of the Millen Primary School.
- c) Prepare the Millen Community on the hazards and responsibilities of partaking in social media activities.
- d) Protect the Millen Community from any legal threats that may arise as a result of social media usage.

5. General guidelines in social media usage

- a) Only the Social Media Committee is permitted to introduce the use of new social media tools/sites/apps (e.g. Twitter, Facebook) on behalf of Millen Primary School.
- b) Information and content shared on social media must be approved by the school's administration team beforehand and comply with the organisation's confidentiality policies.
- c) Information and content shared by the School Board and Parents and Citizens' Association must be authorised by the school's administration team on behalf of Millen Primary School
- d) Links to certain websites/forums/blogs must be approved by the school's administration team beforehand.
- e) Proper resource citations and copyright laws must always be upheld
- f) Media permissions (relating to the use of children's images, school work and first names) will be gained on enrolment and updated when required
- g) Personal information will not be used
- h) Information will be updated regularly
- i) All posts will be monitored
- j) Inappropriate comments will be removed.

6. General guidelines when using social media for personal use

- a) Configure the private settings on your social media profile to aptly satisfy your privacy requirements.
- b) Disclose the nature of your affiliation with Millen Primary School.
- c) Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of Millen Primary School.
- d) Practice proper conduct and decorum when interacting with other social media users.
- e) Strictly comply with the Department of Education confidentiality policies.
- f) Respect and uphold copyright/trademark laws.

Millen Primary School Facebook Code of Conduct

Purpose statement

To connect and communicate with the Millen Primary School Community to share information, and to, promote school events and activities.

1. Facebook users who have 'Liked' our page are able to comment on the school's posts and on comments posted by other users. Users are not able to author a post of their own or load media such as videos or photos.
2. Millen Primary School does not endorse children under the Facebook age threshold of 13 creating their own Facebook accounts. The school encourages parents to share our page with their children through their accounts and use this to model appropriate communication through social media.
3. The school encourages users to provide positive and constructive feedback and comments. Concerns can be addressed by contacting the school directly. This will ensure they are dealt with in a timely and appropriate manner.
4. The school will not directly respond to requests or messages on Facebook. If you need to contact the school please speak to your child's teacher, call us directly on 9361 3775 or email Millen.ps@education.wa.edu.au.
5. Identifying photographs of children are not to be posted/ shared.
6. You may use the names of adults in posts and the first name of children only to acknowledge someone's great work or contribution. Millen Primary School wishes our Facebook page to be used to build school spirit and a positive school and community.
7. Millen Primary School reserves the right to remove any content it deems to be in breach of the Millen Primary School Facebook Code of Conduct. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws.
8. Failure to comply with the Millen Primary School Facebook Code of Conduct you may lead to your account being blocked from the Millen Primary School Facebook site.