

St Anthony's Catholic Primary School - Facebook Page Policy

Rationale

Our school acknowledges the ever increasing use of social networking sites as a means of communication and information sharing. The widespread availability and use of social networking applications brings opportunities to engage and communicate with audiences in new ways. This policy aims to support the safe and positive use of an official school Facebook page as a means of communication and promotion of St Anthony's School to the school community and wider community.

Aims

The Facebook page will serve a number of purposes, most importantly further assisting with the school's communication with parents and the wider community as well as promoting the fantastic learning and events in our school. The page aims to provide a positive digital space on school related events.

Implementation

1. The official St Anthony's School Facebook Page will be administered only by selected staff, namely Administrative and Leadership team members.
2. The Administrators are responsible for adding posts to the page. Staff wishing to add information or other items (e.g. photos, videos and links) to the page must forward such information to the Administrators with a request to add the content.
3. Content must be accurate and appropriate, including photos, videos and student work. Posts will be sensitive to private and specific information relating to students, including no surnames and no tagging of staff or students. Administrators and staff need to be aware of students who have had permission denied to feature in posts of any nature as per parental requests.
4. School staff must refrain from adding "Comments" to the Page, unless approval has been obtained from an Administrator. School staff should be aware that any activity such as commenting or 'liking' content on the Page can identify that staff member's presence/account on Facebook.
5. Members of the public are able to comment on posts. The comments will appear in real time – unrestricted by immediate moderation. The Administrator is automatically notified via Facebook Notifications of any comments added to the Page.
6. The rights and responsibilities of an Administrator include, but are not limited to:
 - a) Adding information/updates to the Page within a reasonable time of being requested to.
 - b) Monitoring the comments made by members of the public and blocking individuals.
 - c) Deleting inappropriate comments made by members of the public and blocking individuals from making further comments, where this is deemed warranted.

EVALUATION REVIEW

This policy will be reviewed as part of the school's four-year cycle of review.

Initial Policy: 2017

Next Review: 2020