

## SOCIAL MEDIA POLICY

### Purpose

This policy relates to the Narrogin Primary School Facebook page, which will be established to facilitate an alternate form of communicating with the school community. This page will be used for:

- Announcing upcoming school events including, but not limited to, sports carnivals, incursions, excursions and assemblies.
- Celebrating successes and awards achieved by our staff and students.
- Promoting key initiatives of Narrogin Primary School and the Department of Education.
- Sharing relevant educational content.
- Directing community members to school newsletters.
- Seeking feedback to support school decision making. For example, links to parent and community surveys.

### Guidelines

The following guidelines will ensure a consistent approach to the page. Any exception to these guidelines will be at the Principal's discretion.

- The page will be called 'Narrogin Primary School'.
- The school's logo will be used as the default profile picture. From time to time, this may be changed to relevant events but should not be for longer than one week.
- Business hours will be set as 8.30am – 4.00pm
- One member of the administration staff will be the 'Page Manager', responsible for the day to day management of the page and at least one additional administration staff member will have permission over the page.
- Posts are to be drafted and checked prior to posting.
- Posts are to be kept short (100-250 characters).
- Staff members are not to comment on the Facebook Page at any time. This includes parents who are staff members at the school. Any concerns or information to be shared should be directed to the Page Manager. Staff members may only use the 'like' or 'love' function to react to posts.
- Photos of student faces should be kept to a minimum and no photo is to be posted without checking parent photo permissions.
- Student names will not be published in any posts without current permission from the parent or guardian.
- No photos of staff members or parents are to be posted without consultation and permission.
- Comments which compromise privacy or are defamatory in nature will be deleted.

### Settings

The following settings are based upon Department of Education recommendations

- Visitor posts will be set to 'review posts by others before they are published to the page'.
- The 'profanity filter' is to be set to strong and moderate content.
- An 'instant response' is to be set for direct messages to manage response time expectations.