



Poynter Primary School's Social Media Guidelines

This user guideline is in addition to any user policy or terms and conditions imposed by the Facebook and Twitter host, as seen on their service pages.

At Poynter Primary School we encourage and welcome all modes of communication for the benefit of highlighting and aiding in the processes of the school. If you are setting up a 'Class Page' on any social media outlet, there are a few guidelines we would like for you to be aware of:

- The purpose of the page is to have access to the parents in that class.
- At your discretion, vet and remove any comments, information, images and videos which are posted that do not follow the guidelines. Please note posting videos or photos of students without parental consent breaches privacy laws.
- Please ensure comments only relate to the posted topic. Please follow Poynter Primary Schools Policies "Talking with my school" and "Complaints handling" as set out on our website for any concerns or general complaints.
- Please ensure you show courtesy and respect to others and you must not use this site to abuse others, expose others to offensive or inappropriate content, or for any unlawful purpose.
- The use of obscene, threatening and harassing language is prohibited, as are personal attacks of any kind and offensive comments that target or disparage any ethnic, racial, age or religious group, gender, sexual orientation or disability status.
- Comments advocating illegal activity or posting of material that violates copyright or trademarks are also prohibited.
- You may post only your own, original content. Reproduced or borrowed content that appears to violate third party rights is prohibited. The school logo must NOT be used as it is the intellectual property of the school.
- Comments should not infer endorsement or promote a product, business, company or organisation. Neither should they promote or oppose any person campaigning for election to a political office.
- Content should not include personal information about you or another individual (including identifying information, email addresses, telephone numbers or private addresses).
- Please inform Poynter Primary School Administration when setting up a Facebook 'Class Page'. This should include the 'Class Group' and who the administrator/s are.
- Please be aware that Poynter Primary's user guidelines is subject to amendment or modification and may change at any time.
- Please delete the Facebook page at the end of the school year so that there are no multiple pages available.

How to successfully use a Parent Facebook page:

- Set up a closed group that requires approval from the administrator only.
- Limit members - Only allow parents in that year group or class to join that particular page. Exception to this may be for the P&C executive who may ask you to join to directly post information on your page.

- Use the Facebook privacy settings to ensure posts are suitable (this requires all posts to be approved by the administrator and may only be required if there are concerns or issues within the group)
- Do not allow videos or photos to be posted – videos or photos of the students are prohibited on the pages to protect their privacy.
- Establish group rules – having a set of rules outlining what is and is not acceptable ensuring understanding by all.
- Not ALL parents are on Facebook - email and other communication methods are still required.
- Respect the privacy of ALL users - In posts; never add photos or name children without parent permission. Only name adults if you have their permission. Children should never be 'tagged' (identified) in photos on your parent-group Facebook page. All links and phone numbers will be viewable by the group, so think twice before posting.

Positives to having a parent Facebook page and how it can be utilized:

- Establishing contact with other parents – quick and convenient methods of staying in touch with other parents that you may not see regularly due to work commitments or other circumstances.
- Easy and fast communication – information and reminders can be shared to everyone quickly and efficiently and members can respond quickly. For example – advertising P&C events, Farmers’ markets, arranging play dates or social catch ups for the students or parent groups, sharing reminders of events at school ie swimming, dress-up days etc.
- Homework assistance – for example if a student has forgotten their spelling list or what pages were to be done for homework, how to log onto Mathletics etc. This can be done quickly and conveniently.
- Sharing reminders – Parents can assist each other to remember important class events or activities by sharing them with the group.
- Exchanging ideas and resources – when seeking information of resources or ideas to help children with learning or other things, other parents are a great source of information.
- Creating connections – with better communication and strong parent connection, the school community grows.