



St James

Catholic Primary School, Brighton

Facebook Code of Conduct

Date: February 2020

Introduction

Facebook for School Communication. As a school and community our aim is to grow our understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page will allow us to seek your input on issues and to also make us aware of areas where we can improve. But overwhelmingly, our Facebook page is a place where we build our community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great. We acknowledge that Facebook is not for everyone, especially underage users (Facebook users should be 13+). This Facebook Page is another way of sharing information that will also be communicated via the, the Newsletter, Twitter, and Instagram.

We are using a Facebook Page for School Communication for the following;

- To promote St James in a positive manner to the existing community and potential new parents
- To engage with parents
- To share events and announcements
- To celebrate student work and whole school events

Our Code of Conduct

Using Real Account Names

All users interacting with the St James Catholic Primary 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.

When can I use Names in Posts

You can use first names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want. St James Catholic Primary School is happy to see people support a post via a facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments.

How to Interact with the Facebook Page

Initially, users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking on the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.



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Underage Facebook Users

St James Catholic Primary School does not endorse children under the 13 year old threshold imposed by Facebook create their own Facebook account. We believe our communities conduct on our Facebook page will serve as role modelling for our students as to how to behave in social media spaces.

Friending Teachers on Facebook

Our teachers operate under a Code of Conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to Facebook friend our teachers.

Moderation and Blocklisting

St James Catholic Primary 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 blocklist.

Actions Resulting from any Breaches of the Code of Conduct

St James Catholic Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

The Law and Facebook's Terms

St James Catholic Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.