

# Social Media Code of Conduct

St Aidan's Primary School - A Church of England Academy

October 2016

## **Intent**

Our intent is to use social media as one of the many ways to connect and communicate with the members of our school community. We wish our content to be more accessible, and to benefit from the experience and knowledge 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 is another avenue whereby we will seek your input on issues and it is an alternative method of making us aware of your concerns.

## **Our Code of Conduct**

### **Using real names**

All users interacting with the St Aidan's Primary School Facebook page, either by liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name. People under the age of 13 years are prohibited by Facebook's Terms and Conditions from creating an account, therefore the St Aidan's Primary School Facebook page is a forum for adults to communicate and demonstrate appropriate and positive online behaviour.

### **Raising issues and not including names**

St Aidan's Primary School is happy to be alerted about issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. Issues involving any of the students, staff or members of the parent community must not be communicated via Facebook. When issues are raised we are happy to see people support the issue via a comment or a 'like'. We will not support any interactions that incite or contribute to overly negative sentiments. We also ask that you do not use the names of any students, staff or any other members of the parent community in any posting in reference to concerns. We reserve the right to block access by anyone who abuses our trust (See below).

### **Supported use of names in posts**

You are welcome to use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used in building our community.

## **Interaction**

Initially, users will not be able to comment on the school's postings and on comments by other users. Users will be able to 'like' a post or comment by clicking the 'like' button. These user permissions will be reviewed over the trial period, and assessments will be made about access based on use.

## **Underage Facebook users**

St Aidan's Primary School is aware that children under the age of 13 years are not able to create their own Facebook account, in accordance with Facebook's Terms and Conditions. St Aidan's Primary School does not endorse children under the age 13 year old threshold imposed by Facebook creating their own Facebook account.

## **Friending teachers on Facebook**

All teachers operate under a Department of Education and Early Childhood Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction. Please do not seek to friend our teachers.

## **Moderation and Blocklisting**

St Aidan's 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 Aidan's Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of this Code of Conduct.

The Law and Facebook's Terms of St Aidan's Primary School's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.