

# Code of Conduct

## **Aims of the Lysterfield Primary School Facebook page**

Our aim is to grow our school and communities 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 enable us to seek your input on school issues whilst providing feedback on potential areas of improvement. Ultimately, an active and inclusive Facebook page has the potential to strengthen and empower our school community. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great.

## **Our Code of Conduct**

### **Member Names**

All school community users must agree to use their real names in any interaction on the Lysterfield Primary School Facebook page. Pseudonyms/alias' will be removed from the Lysterfield Primary School Facebook page. This allows us to monitor content and posts and to ensure the integrity of the page as far as possible.

### **Content of Posts**

Members of the Lysterfield Facebook page are asked to ensure activity, including posts, conform with the general aim of the page listed above. Lysterfield Primary School is happy to be alerted to issues via its Facebook page though wishes to remind the community that some things are best dealt with privately. The page is a public forum and hence issues raised should be centred on potential areas of improvement in school processes or infrastructure.

When issues are raised we are happy to see people support the issue via a facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. Comments inciting an unconstructive atmosphere including overly negative comments will be removed.

The easiest way of understanding this is to consider the Lysterfield Primary School Facebook page as an interactive dimension of the school newsletter. Used appropriately and in the spirit of its aims, the Lysterfield Primary School Facebook page has the potential to place the school at the forefront of engagement with the wider school community.

## **When can I not use individual names in posts?**

The page will not allow the use of teaching, administration staff, student and wider school community names in any issues based posts concerning school services, processes or infrastructure.

## **When can I use Names in Posts**

You can use 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 a strong sense of community. Public congratulations and thanks contribute to this.

## **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 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.

## **Underage Facebook Users**

Lysterfield Primary School does not endorse children under the 13 year old threshold imposed by Facebook to create their own Facebook account. We encourage children under parental supervision to view our school's facebook page and contribute content. We believe our community 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 Blocking**

Lysterfield 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**

Lysterfield 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

Lysterfield Primary School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms. Additionally the facebook page is subjected to the Victorian Government / Education Department's workplace occupational health and safety guidelines including provisions relating to bullying and discriminatory behaviour. Please see the following publication for further information:

*Building Safe and Respectful Schools: A Resource for School Communities.* Available at:

<http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>

All posts will be subjected to moderation in accordance with these provisions.

## **Facebook Monitoring Action Plan**

<b>Constant criticism and/or derogatory comments*</b>	<ol style="list-style-type: none"><li>1. Remove comments</li><li>2. Review moderation process (why are comments going through)</li><li>3. Advise user of Code of Conduct</li><li>4. Block user</li><li>5. Remind all users of Code of Conduct</li></ol>
<b>Swearing</b>	<ol style="list-style-type: none"><li>1. Remove comment</li><li>2. Blocked by profanity filter</li><li>3. Advise user of Code of Conduct</li><li>4. Block user</li><li>5. Remind all users of Code of Conduct</li></ol>
<b>Posting myths/untruths</b>	<ol style="list-style-type: none"><li>1. Diplomacy</li><li>2. If considered a deliberate untruth advise user of Code of Conduct</li></ol>
<b>Parents creating alias'</b>	<ol style="list-style-type: none"><li>1. Advise user of Code of Conduct</li><li>2. Remind community of Code of Conduct</li><li>3. Take page down and inform community why</li></ol>
<b>Page gets hacked</b>	<ol style="list-style-type: none"><li>1. Remove comments</li><li>2. Relentless act- remove page temporarily</li></ol>
<b>Students or Individual staff named</b>	<ol style="list-style-type: none"><li>1. Remove comment</li><li>2. Advise user of Code of Conduct as well as Defamation Act (users need to be aware of potential legal consequences if a staff member/student is defamed)</li><li>3. Block user</li><li>4. Remind all users of Code of Conduct</li></ol>

### Relevant DEECD Guidelines

1. A Step-by-Step Guide for Responding to Online Incidents of Inappropriate Behaviour Affecting Students. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitalllearning/incidents.pdf>
2. A Step-by-Step Guide for Removing Inappropriate Content from a Website, Facebook or other Social Media Site. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitalllearning/smcontent.pdf>
3. A Step-by-Step Guide for DEECD Employees to Access Legal and Well Being Support for Online Incidents of Concern. Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/teachlearn/innovation/digitalllearning/support.pdf>
4. \* The Lysterfield Primary School Facebook page is subjected to the Victorian Government / Education Department's workplace Occupational Health and Safety Guidelines including provisions relating to bullying and discriminatory behaviour. Please see the following publication for further information:  
*Building Safe and Respectful Schools: A Resource for School Communities.* Available at: <http://www.eduweb.vic.gov.au/edulibrary/public/stuman/wellbeing/respectfulsafe.pdf>

