



Lysterfield Primary School

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Dear Parents,

We have great pleasure in announcing that Lysterfield Primary School will have its own Facebook page.

We're very excited about implementing one of the most powerful communication devices since the telephone and moving forward with the way we connect our modern parents. Research tells us that 70% of all Australians between the ages of 15 to 65 are using Facebook. We also see that in excess of 80% of Facebook users log in everyday. Placing our school communications in a space where community goes to often, makes a lot of sense. We're also very keen to open up communications and use Facebook's ability to allow for comments, and if you 'like' what we post, we'd love you to give us the Facebook thumbs up too.

We seek your support to make this a positive experience for all our community. We will be implementing a number of controls typically used by other organisations, including staff monitoring of posts. Even with controls, to work effectively, the Lysterfield Primary School Facebook page relies on those using the page to do so in a tone and spirit that helps us to build a strong and connected school community. Parents have the opportunity to set an excellent example for the children of Lysterfield Primary through appropriate and respectful behaviour and interactions on the school's Facebook page. We do want to be good social media role models for our children.

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.

For anyone wishing to use our Facebook page, the best way to receive the updates is to visit <http://www.facebook.com/pages/Lysterfield-Primary-School/> and press the thumbs up 'Like' button. This way when we post updates, you'll receive them in your newsfeed. This action will also allow you to comment and 'like' our posts. Please also read our Facebook Code of Conduct; it is important you understand how we believe the facility can be used best.

Our Facebook trial will run for around 2 to 3 months, we look forward to your contributions and feedback.

Tina Clydesdale

Kristine Duthil