

# Penola Primary School Social Media Policy



The Penola Primary School Facebook page has been developed by the leadership team as an additional channel of information for parents and caregivers in our school community. Items to be advertised on the page include:

- Event information
- Important school alerts (such as “Fire Ban” days etc)
- Reminders to parents about events and activities
- Due date reminders
- Links to resources
- Call for volunteers
- Share things that would normally appear in the newsletter as individual posts
- Share information from other sources that may be of interest to parents
- Publish photos of students involved in learning and school activities that will promote our school in a positive way\*

*\*Please see Appendix 1 – Images on Social Media policy*

The Penola Primary School Facebook Page will be an open page which any member of the community are welcome to “like” and be updated with our school information as it is posted. The Facebook page is not a social networking tool for parents but rather a source of information and as such, it is the policy that all information to be shared on this page is passed on to the Administration staff for posting from the school without exception.

When posting on the Penola Primary School Facebook Page:

- Ensure content is in line with the DECD Social Media Policy & Guidelines
  - <http://www.decd.sa.gov.au/docs/documents/1/decdsocialmediapolicy.pdf>
- Ensure content is accurate and not misleading
- Code of ethics of Public Sector of South Australia is adhered to

*Any changes to this policy will need to be ratified by the Governing Council before implementation.*

Principal: Anna Copping

Governing Council Chairperson: Mark Degaris

## APPENDIX 1 – Images and Photographs on Social Media Policy

In order to further promote our school and share learning with parents, Penola Primary School will use Facebook as a medium. Examples of the use of photos and images on social media will include:

- Sharing learning experiences
- Photos from school events such as sports activities, Performances, Arts Festival, visiting specialists, celebrate significant events and SRC Days etc
- Publicise future school events

In order for these images to appear on Facebook, the following guidelines will be adhered to:

- Parents and students will have signed specific permission for their child/ren to appear on Facebook
- Names **will not** be published
- Where applicable, students will be asked if they consent to their photo being published
- The images will only be used for positive publicity
- The parents have the right to ask for a photo to be removed
- Only the leadership team have access to Facebook to publish photos

**Policy review date: 2022**

