



# Social Media Policy

## Glencoe Central Primary School

The use of social media is a common, effective and efficient way in which schools and families can communicate with each other. As the vast majority of families have access to internet and smart phones, parents have given feedback that social media is a great way to stay in touch with school, and their child's learning. Feedback from parents and teachers in our recent External School Review (2016) points to applications such as Seesaw and Facebook as positive ways of communicating.

### Facebook

The *Glencoe Central Primary School Facebook page* has been developed by the Administration 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
- Asking for feedback
- 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

The Glencoe Central Primary School Facebook Page will be an open page which any member of the community is 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 Glencoe Central 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

The Glencoe Central Primary School will not to use any student faces on the Facebook page.

### Seesaw application

As of 2016, class teachers are using the *Seesaw* application to communicate with parents.

Similar guidelines to Facebook use are adhered to, however as this is a secure page and invite only, student images and videos are allowed to be used.

### Use of photos across social media

The use of social media is a useful tool for schools and families to connect with each other. However, student safety/confidentiality is paramount to our school and community. When parents take photos at events such as sports days, they are asked not to share any images on their social media channels that include school children other than their own.

### **POLICY REVIEW**

This policy will be reviewed and monitored on a regular basis to ensure it remains current and practical to the schools requirement.

Principal's signature:

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OHSW representative signature:

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Government Council representative signature:

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Date implemented: May 2014

Date reviewed: May 2016

Date to be revised: May 2018

*Engage*

*Enhance*

*Excel*