



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 and the development of the schools image. 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 a public 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

With the permission of parents images of students may be used on the Facebook page. The purpose of such publication will be to publicly acknowledge achievements or participation in special events. This contributes to the ongoing development of the schools image. The Glencoe Central Primary School will not identify any student by name on the Facebook page

Seesaw application

Class teachers use 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.

Date implemented: May 2014

Date reviewed: May 2018

Date to be revised: May 2020

Engage

Enhance

Excel