This policy is to be read in conjunction with the Facebook Users Guidelines. This can also be found on the Overport Primary School Official Facebook Page and our website.

Rationale:
Our school acknowledges that there are increasing numbers of people using social networking sites. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with audiences in new ways.

Aim:
Overport Primary School aims to
• grow our school and community's understanding of social media and to make connecting with our school more convenient for our families
• allow our community to keep up to date with activities through a medium which is preferred by many
• to seek input (through comments and 'likes') from our families
• build our school community by building our school spirit
• provide a positive focus for our school and bring everyone’s attention to the things we do that make our school community great

Policy statement:
The school reserves the right to suspend or cease using Facebook at the discretion of staff and our school council. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments, the matter will be referred directly to the relevant governing body.

Implementation:
• HOW TO INTERACT WITH THE FACEBOOK PAGE
Users will be able to comment on the school’s postings and on comments made by other users. Users will not be able to author a posting of their own or load media such as video or photos.
• POSTING COMMENTS
Overport Primary School staff, designated contractor who administers and supports OPS website and social media channels are the only user who can post to our Facebook page.
• IDENTIFIABLE ACCOUNTS
All users (following or commenting) interacting with Overport Primary School’s Facebook page, must do so using a Facebook account that is identifiable.
• WHEN CAN WE USE NAMES IN POSTS?
We can use first names only of students in posts. Teachers or parents full names may be used when acknowledging positive work or contribution. Our philosophy is that our Facebook page will be used to build our school spirit, inform our community about our work, and connect people.
• UNDERAGE FACEBOOK USERS
Overport Primary School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We encourage children only under parental supervision, to view our school’s Facebook page. We believe the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces.
• MODERATION AND BLOCKLISTING
Overport Primary School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the pages block list. Actions resulting in deliberate breaches to this policy may include prohibiting a user from interacting on the school's Facebook page.
• PRIVACY
Parental consent for the use of student names and photos will be obtained on an annual basis.
• THE LAW AND FACEBOOK’S TERMS
Overport Primary School’s Facebook page operates under the Commonwealth Telecommunications Act and Facebook’s Terms.
Our school's Facebook page allows our community to stay up to date with school activities through a medium preferred by an increasing number of people. Accessing and commenting on the Overport Primary School Facebook page indicates you have read, understood and accepted our Facebook Page Guidelines as set out below:

**Overport Primary School Facebook Page Guidelines:**

This page has been set up as a communication and to direct you to our website which holds all our school information and details about the events and happenings at Overport Primary School. To ensure this page is a positive reflection of the great things happening at our school, we ask you respect our Facebook Page Guidelines.

1. Facebook users who have 'Liked' our page are able to comment on the school's posts and events, and on comments by other users. Users are not able to author a post of their own or load media such as video or photos.

2. We do not endorse children under the Facebook age threshold of 13 years creating their own Facebook accounts. We encourage parents to share our page with their children through their accounts and to use our Facebook page as a role model for communication through social media.

3. As the page administrators we reserve the right to remove any content which we deem to be in breach of these Facebook Page Guidelines. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws.

4. We encourage you to provide feedback and comments however we ask you be respectful and contribute in a positive and constructive manner. The school will not respond directly to requests or messages on Facebook. If you need to contact the school, please speak to your child's teacher, call us directly on 97838777 or email mailto: overport.ps@edumail.vic.gov.au

5. You may use names in posts when you wish to acknowledge someone's great work or contribution. We wish our Facebook page to be used to build spirit and for 'patting someone on the back' publicly as we believe it goes a long way towards building a positive school and community. For security reasons, where students are named they MUST be referred to by their **first name only**.

6. Should you fail to comply with the Facebook Page Guidelines you may be banned from the Overport Primary School Facebook Page.

*Welcome to our new community communication; we trust that you will find this beneficial and enjoyable.*