



# St Mary's School

## Social Media Code of Conduct

### **Our Social Media Intent**

Our intent is to use social media (Facebook, Instagram) as a means to connect and communicate with the members of our school community. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's social media pages allow our community to keep up to date with school activities and is a place where we build community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school great. The social media pages should be used in conjunction with our other methods of communicating with parents, including the school bulletin and newsletter, and should not be relied upon as the sole source of information about the school.

### **Using Real Account Names**

All users interacting with the St Mary's social media pages, by either liking or commenting on posts must do so using an account that clearly identifies them by their real name.

### **Raising Issues**

Social media is not the appropriate medium to be raising negative issues about our students, staff or families. These should be dealt directly with the school.

### **Using Names in Comments**

The names of students should not be posted, except by the child's parents or legal guardians, if they choose to. You can use the name of adults (eg staff or other parents) in comments when you wish to acknowledge someone's great work or community contribution. We wish our social media pages to be used to build community spirit and acknowledging someone's work and efforts does that. St Mary's School are happy to see people support posts via a comment or like. We will not however support interactions that incite or fuel overly negative sentiment.

### **Social Media Interaction**

Users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking the like button. Users will not be able to author a posting of their own or load videos and photos.

### **Underage Social Media Users**

Social media sites have age restrictions that **DO HAVE** implications for their primary aged children. Parents need to monitor their children's online social media activity and read the terms and conditions of various sites and applications their children are interested in using.

Facebook and Instagram are both restricted to those **13 years of age and above**. Parents need to be aware that they are in breach of the terms and conditions if they set up a personal account for their children to use if they knowingly understand that age restrictions apply. St Mary's School endorses these requirements. If parents choose, we encourage children under parental supervision to view our social media pages. We believe that our community's conduct on our social media pages will serve as role modelling for our future students as to how to behave in our social media spaces.

### **Friending Teachers**

From time to time, our staff may comment on or like social media posts. Our staff operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to friend or follow our staff on their personal social media accounts.

### **Moderation and Blocklisting**

St Mary's School reserves the right to set the strength level of our social media filters and to add additional words and names to be block listed. St Mary's School reserves the right to ban any user from interacting with its social media pages for breaches of the Code of Conduct.

**Alternative Accounts:** Members of the community wishing to set up social media accounts using the St Mary's School name and brand must seek approval from the Principal.

**Approved Platforms of Communication:** The preferred means of communication for all members of the St Mary's School community is Skoolbag, St Mary's School Facebook and Instagram pages. Other means such as St Mary's Messenger groups, alternate public Facebook pages, etc are discouraged.

### **The Law and Social Media Terms**

St Mary's School social media pages operate under the Commonwealth Telecommunications Act and the terms of each page.