



RERE SCHOOL
'Flying High'

FACEBOOK PAGE POLICY

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. It is important that we are able to use these technologies and services effectively and flexibly.

However, it is also important to ensure that we balance this with our reputation. This policy and associated guidance is to protect staff and advise school leadership on how to deal with potential inappropriate use of social networking sites. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

AIM:

Rere 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;
- 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 the Principal or our Board of Trustees. Where there are issues of a potentially serious criminal nature such as threats or inappropriate comments that may adversely impact upon the reputation of the Rere School, the matter will be referred directly to the relevant governing body.
- This policy is not intended to discourage nor unduly limit a person's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in our community or the school through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face, and be in accordance with the ethos of the school.

IMPLEMENTATION:

- IDENTIFIABLE ACCOUNTS

All users (following or commenting) interacting with Rere School's Facebook page, must do so using a Facebook account that is identifiable.

The Facebook page is to be a closed group consisting of whānau of the school only.

- POSTING COMMENTS

Rere School encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page. When comments are made we are happy for people to register their support through a Facebook comment or a 'like'. We will however, not support interactions that incite negative sentiments. Names of staff, students, or school community members must not be used.

- HOW TO INTERACT WITH THE FACEBOOK PAGE

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

- UNDERAGE FACEBOOK USERS

Rere School does not endorse children under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. We recognise that children, under parental supervision, will view our school's Facebook page and contribute to content via their parents Facebook account. 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. The following are extracts from Facebook privacy policy:

"If you are under age 13, please do not attempt to register for Facebook or provide any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from a child under age 13, please contact us"

"We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices."

MODERATION AND BLOCKLISTING

Rere School reserves the right to set the strength level of the Facebook profanity filter and to add additional words and names to the page's 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 students' visual images will be obtained when a child first enrolls at Rere School. It is the responsibility of the person uploading visual images to the Facebook page to ensure that students without permission are not photographed or videoed.

TERMS

Rere School's Facebook page operates under the Rere School Cyber Safety Procedures, NETSAFE'S Staying Safe Online Reference Guide and Facebook's Terms and Policies.

EVALUATION:

This policy will be reviewed as part of the school's three-year review cycle.

Date:

Review date:

Signature:

Name: Katrina Dekker

