ANNOUNCING

THE LAUNCH OF OUR

SCHOOL FACEBOOK PAGE

In a further effort to promote a positive school community and in keeping with the Technology theme of Education Week, we are proud to announce the launch of our school Facebook page.

Attached is the Code of Conduct relating to our page, which is reflected in the guidelines listed on the page.

Our Facebook page is for promoting a sense of community and will be used to provide families with information about events and activities and positive achievements within our school.

The page won’t replace regular communication modes (such as the newsletter and Tiqbiz), rather, it will communicate through social media many of the interesting, exciting, fun and terrific learning of our students, giving you the chance to interact with “likes” and comments.

Please familiarise yourself with the attached code and note that we will not be posting reminders, nor addressing questions and concerns, through Facebook.

Please search for Killara Primary School on Facebook, to access our new page.
**Purpose:**
Our intent is to use this digital means to find new ways to connect and communicate with the members of our school community. We wish our communications to be more accessible, and to benefit from the experience and knowledge of our parent community. Our school’s Facebook page allows our community to keep up to date with activities through a medium preferred by many. The page is another avenue whereby we will seek your input on school activities and events. Ultimately, our Facebook page is a place where we build our community by building school spirit.

**OUR CODE OF CONDUCT**

**Using real names**
All users interacting with the Killara Primary School Facebook page, either by liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name.

**Posting Comments**
In the spirit of community building and positive reflection, all posts are to be expressed in a positive frame. It is expected that posts do not contain negative, abusive or inappropriate sentiment and that language used is appropriate and not offensive.

**Raising issues and not including names**
It is not the intent of our school Facebook page to create a complaints and issues page. Please use appropriate forums, such as direct contact, to do so and follow the school procedures and codes of conduct relating to the handling of complaints and issues. We remind the community that some things are best dealt with privately and that school issues should be dealt with by the school.

Issues involving any of the students, staff or members of the parent community must not be communicated via Facebook. We will not support any interactions that incite or contribute to negative sentiments.

Similarly, 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 in the first instance (as is our accepted process). Should you require further assistance, contact the Team Leader, followed by an Assistant Principal if you continue to have concerns. The school can be contacted on 9744 6432, or by email at killara.ps@edumail.vic.gov.au

We reserve the right to block access by anyone who abuses our trust (See below).

From time to time we may use Facebook to gauge opinion. In this instance we encourage your input, but remind you that it must be expressed in such a way as to avoid abuse, excessive negativity or unconstructiveness.
**Supported use of names in posts**
You are welcome to use names in posts when you wish to acknowledge someone’s great work or community contribution; however it is school policy that only first names are used for students. We wish our Facebook page to be used in building our community – a public pat on the back goes a long way to supporting a positive school environment.

**Interaction**
Initially, 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 upload media (photos and videos). These user permissions will be reviewed over time, and assessments will be made about access based on use.

**Underage Facebook users**
People under the age of 13 years are prohibited by Facebook’s Terms and Conditions from creating an account, therefore the Killara Primary School Facebook page is a forum for adults to communicate and demonstrate appropriate and positive online behaviour.

Killara Primary School does not endorse children under the age 13 year old threshold imposed by Facebook creating their own Facebook account.

**Friending teachers on Facebook**
All Victorian teachers operate under a Department of Education and Early Childhood Code of Conduct that states that they are to maintain a professional relationship with students and parents, and must refrain from social interaction. Please do not request to friend our teachers.

**Moderation and Blocklisting**
Killara Primary 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 blocklist.

**Actions resulting from any breaches of the Code of Conduct**
Killara Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of this Code of Conduct.

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Killara Primary School’s Facebook page operates under the Commonwealth Telecommunications Act and Facebook’s Terms and Conditions.