



# Social media policy

Implementation procedures – August 2020

## 9. Rules of engagement



Rules of engagement are explicit and mandatory rules about the acceptable behaviour for all participants. They clarify what type of behaviour is not acceptable and what actions will be taken if the rules are broken.

**9.1** Users of all online channels are governed by the specific terms of use set out by each channel. For example:

- [Facebook's terms of use](#)
- [The Twitter Rules](#)
- [YouTube Community Guidelines](#)
- [Instagram Community Guidelines](#)

**9.2** Facebook allows each organisational Facebook page to publish individual rules of engagement on their respective page. All official Facebook pages must publish their rules of engagement in clear view of the page. Account administrators can tailor the below example to the needs of their school or community. They can then copy and paste it onto the 'about' section of their page, or create a 'rules' tab and paste it there.

**9.3** Behaviour or language that is not appropriate in a school or classroom setting is not appropriate on social media channels created for educational purposes. Social media for educational purposes should complement existing classroom activities and not interrupt learning.

### Facebook rules of engagement

In joining our community on Facebook **Gulmarrad Public School** follows the Department of Education Code of Conduct and Facebook's Community Standards.

### Students

Facebook Terms and Conditions state no one under the age of 13 years should have a Facebook profile.

Therefore, any comments or page fans from primary students on the **Gulmarrad Public School** page will be removed and, if warranted, users will be reported.

### Tagging or naming student photos

Photos of students can only be published if the correct Department of Education permission to publish forms have been completed by the student's parent or guardian. The photo must be removed after one year of publishing unless further permission from the parent is sought.

For privacy and protection, please do not tag photos of children, and please do not name them in your comments, unless the previously mentioned permissions is sought. On rare occasions and with parental permission, students may be named by the school Facebook administration team. Tagging of parents or friends within the comment box is permitted with the understanding that all other rules of engagement are followed.

### Comments

**Gulmarrad Public School** encourages interaction from participants with the understanding that the school does not endorse comments or wall postings made by visitors to the page.

We ask that visitors making comments on the page show respect for other users by ensuring discussions remain civil. Personal attacks, trolling or spam will not be tolerated.

We reserve the right to remove comments that do not adhere to the rules of engagement of the page and Facebook's community standards including comments that:

- are deemed racist, sexist, abusive, profane, violent, obscene, spam
- advocate illegal activity
- are wildly off-topic
- libel, incite, threaten or make personal character attacks on **Gulmarrad Public School** students, employees, guests or other individuals.

We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards.

Remember, your name and photo will be seen next to your comment, visible to all visitors to the page.

We will not permit messages selling products or promoting commercial, political or other ventures.

#### **Moderation Hours**

This page is moderated from 9am to 3pm on weekdays.

**9.4** Social media for educational purposes should complement existing classroom activities and not interrupt learning.

**9.5** Facebook encourages all users to use the 'Report' links when they find abusive content.

Note to Facebook administrators: Legal precedents exist where organisations have been deemed responsible for comments made by others on their official Facebook pages. Owners of Facebook pages or groups have a responsibility to remove comments that could cause offense with a reasonable amount of time. For corporate organisations this is 24 hours. For schools there has been no definitive guide given, however, the site should be monitored within a 24-hour period.

