



Brighton Primary School & Centre for Deaf Education

Social Media Guidelines

Social Media is, by its nature, an informal communication tool. At Brighton Primary School we use it to inform parents of activities that may be of interest to the parent community. This includes information about school activities (e.g. assembly, sports day), Sporting activities (e.g. school clubs, sport activity cancellations), Canteen specials, OSHC activities etc.

We also support the sharing of information relating to free or registered not-for-profit educational activities not directly associated with the school, e.g. Science Alive, Earth Hour etc.

We welcome comments from the school community.

These Guidelines are developed in line with DECD Policies.

Images

Images of students and staff for whom the school holds signed permission, may be posted on our Social Media (e.g. Facebook, SeeSaw). Images of students are required to comply with the following:

- No student names are to be used
- Images are of groups, not of individuals
- Students are only photographed wearing school uniform or day clothes

Advertising

We do not post advertising on our Facebook page, nor do we post on behalf of clubs or individuals who charge for their services.

Complaints

In the instance of complaints about posts or comments on posts the following guidelines are to be followed:

Posts and comments will be removed if they are not fully compliant with DECD policy; if they do not comply with the Brighton Primary School Social Media Guidelines; if the post identifies a student by name; if the post or comment does not reflect the requirements of our role in working with children and young people.

Process for posting on Facebook

The following Administrators share responsibility for managing the Brighton Primary School Facebook page:

School Role	Person Responsible	Duties
Leadership	Assistant Principal, ICT	Removal of inappropriate posts, Adding School related posts, Monitoring of comments
Governing Council	Social media co-ordinator	Adding and posts relating to out of hours sporting and Parent and Friends events
Administration	Administration SSOs Outdoor Ed teacher	Adding School related posts Monitoring of comments

Staff and BPS Community members are encouraged to email information they would like to post to one of the Facebook Administrators. Parents and staff are also able to enter requests in the Facebook Uploads book which is located in the SSO room in the Front Office area. These will be uploaded to the Facebook page by an administrator at their earliest convenience.

Monitoring

The Facebook page is monitored daily and all posts are required to comply with DECD policies
<https://myintranet.learnlink.sa.edu.au/ict/communication-and-online-services/socialmedia/managing-social-media/moderating-social-media>

References

DECD Guideline: Social Media

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-guidelines/social-mediaguideline.pdf>

DECD Policy: Social Media

<https://myintranet.learnlink.sa.edu.au/library/document-library/controlled-policies/social-mediapolicy.pdf>

DECD Guideline: Cyber-safety: Keeping Children Safe in a Connect World

<http://old.decd.sa.gov.au/docs/documents/1/CyberSafetyKeepingChildre.pdf>

DPC CIRCULAR 023 – Private Sector Endorsements on Government Public Communications

<http://www.dpc.sa.gov.au/documents/rendition/B68297>

Guideline Date: 23 May 2017

Guideline Review Date: 23 May 2018