



BPHS Facebook Policy

Rationale:

Our intent is to grow our school and community's understanding of social media and to make connecting with our school more convenient. 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 Facebook page allows our community to keep up to date with activities through a medium preferred by many. Most of all, our Facebook page is a place where we build our 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 community great. The BPHS Facebook Page is a forum for staff to communicate with students and parents about activities and events throughout the school year as well as provide information about assessment and test dates and details. In addition, the BPHS Facebook Page will provide links for families to our newsletter and to the school's website.

Rules of Engagement:

It is an expectation that **all users** (staff, students and parents) of the Banora Point High School Facebook Page, actively operate within DEC and school policies and guidelines and *apply the principles of good digital citizenship*. It is a further expectation that all users of our Facebook service will conduct themselves (through their comments and posts) in a respectful and responsible manner at all times.

Using Real Names

All users interacting with the Banora Point High School Facebook page, by either liking or commenting on posts, must do so using a Facebook account that clearly identifies them by their real name.

Raising Issues

Banora Point High School is happy to be alerted to issues via its Facebook page but does wish to remind the community that some things are best dealt with privately. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in the Facebook page. When issues are raised we are happy to see people support the issue via a Facebook comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issue based postings.

When can I use Names in Posts?

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want.

How to Interact with the Facebook Page

Users will be able to 'like' a post or comment by clicking on the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

Moderation and Blocklisting

Administrators reserve the right, but assume no obligation, to remove comments that are racist, sexist, abusive, profane, violent, obscene, spam, that advocate illegal activity, contain falsehoods or are wildly off-topic, or that libel, incite, threaten or make attacks on students, employees, guests or other individuals

The Law and Facebook's Terms

The Banora Point High School Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms. The school reserves the right to suspend or cease using Facebook at its discretion. Where there are issues of a potentially serious or criminal nature such as threats or inappropriate comments, the matter will be referred directly to the Principal or the relevant governing body. The table below outlines the key components of the DEC's Social Media and Technology policy and the policy and expectations of Banora Point High School's Facebook service to our community:

Key Principles of the DEC's Social Media and Technology Policy	Expectations and Policy Statements for Users of the BPHS Facebook Page
<ul style="list-style-type: none"> • Cybersafety – <i>e-security and personal online safety precautions are the responsibility of every computer user and all users should have a personalised safety action plan.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users of the BPHS Facebook Page employ safety precautions when accessing information or posting comments and take responsibility not to publish personal information or images at any time.
<ul style="list-style-type: none"> • Cyberbullying – <i>all online users should understand what Cyberbullying is and what they can do about it and all users should be active in preventing Cyberbullying. Users should understand that even one-off hostile cyber actions can have negative widespread impact due to the rapid dissemination and relative permanency of the message sent.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users of the BPHS Facebook Page actively prevent Cyberbullying by not engaging in even one-off hostile cyber actions or use language that is negative, humiliating, intimidating, threatening or abusive of others.
<ul style="list-style-type: none"> • Digital Conduct – <i>it is important for users to understand that online environments are communities that users are helping to shape for the future.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users understand that the BPHS Facebook Page is designed to inform the community about school business, activities and events to foster and promote a more informed school community.
<ul style="list-style-type: none"> • Digital Footprint – <i>it is important to understand that any activity in the digital environment leaves a trail and that nothing online can be considered confidential. Users should know that what is published online can last for years in the digital environment.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users actively engage in the school's online service in a respectful and responsible manner and understand that anything published online may remain in the digital environment for many years.
<ul style="list-style-type: none"> • Digital Relationships – <i>Users should know when and how to restrict access to or limit personal information about themselves and others. Users have a responsibility to protect others from humiliation and should report online abuse.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users of the BPHS Facebook Page recognise that the primary purpose of the online service is to inform the community about school matters and that abuse of any kind against any individual, group, the school or the DEC will be reported to the relevant authorities.
<ul style="list-style-type: none"> • Digital Health and Wellbeing – <i>Balancing time online with family and friends in the real world is important for the good health and wellbeing of digital citizens.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users will access the BPHS Facebook Page for the purposes of keeping up to date with matters relating to school business, activities and events. It is not a place for posting personal comments.
<ul style="list-style-type: none"> • Digital Law – <i>online resources are for both study and entertainment and users should understand the potential consequences of downloading content and plagiarism.</i> 	<ul style="list-style-type: none"> • That staff, student and parent users of the BPHS Facebook Page will act lawfully and within DEC and school social media policy and guidelines at all times.



Key Ways To Protect our Reputation

Negative posts and comments:

1. All BPHS Facebook users are reminded that the purpose of our Facebook page is **to generate useful and productive discussion about our school business.**
2. Negative posts and comments about any individual or group, about the school or the DEC itself *may* constitute a breach of our *Rules of Engagement* (Banora Point High School Facebook Policy). If deemed so, the post or comment will be deleted and an explanation sent immediately to the message author stating why the post was deleted and warning of future blocking if such posts and comments are repeated.
3. Any rants about any individual or group, about the school or the DEC itself will also be deleted and the message author informed as to why and warned about future blocking if such rants are repeated.

Personal Disclosures:

1. If you have personal concerns or are worried about something relating to your child or yourself, please contact the school by phone or email and direct your concerns to the school Counsellor, a Deputy Principal or Principal.
2. Please **do not** post personal or urgent issues on the BPHS Facebook Page.

Tagging and Identification:

1. For safety and protection reasons, BPHS Facebook users are advised that tagging friends into a comment or post is not appropriate.
2. As it is customary for users to register their accounts in their full name, BPHS Facebook users will have their names visible identifiers in most cases.

Profile Photos and Cover Page:

1. Staff and student BPHS Facebook Users are advised to use a respectful and appropriate image of themselves when communicating through our Facebook page.
2. Online users are reminded that inappropriate images may be considered a breach of our *Rules of Engagement* and may be deleted. Equally, online users are reminded that images can remain in the digital environment for many years.



Basic Rules of Engagement

1. We like positive comments and posts but we don't tolerate personal attacks. We ask all users to be respectful and responsible users of the BPHS Facebook Page
2. Posts and comments should not be abusive, bullying, defamatory or vilify any individual, group, the school or the DEC itself
3. Posts that are repetitive, written in capital letters, use offensive language or unlawful will be removed by our Facebook Administrator.
4. While we welcome positive comments and posts and constructive criticism about school business, activities and events, we do not endorse or support negative rants or abuse. We remind online users to apply the principles of good digital citizenship when communicating through our Facebook Page.
5. For related DEC policies see: <https://education.nsw.gov.au/policy-library/associated-documents/social-media-procedures.pdf>