



# BENTON JUNIOR COLLEGE

## FACEBOOK POLICY

### Rationale

At Benton Junior College we encourage our students to be life-long learners and we would like to celebrate what happens at our school through social media. Our Facebook page is designed to grow our school and community's partnership through social media. Our goal is to make connecting with our school more convenient and to be able to partner with families in our community. In order to continue to build our school spirit, we ask that our community focuses on the positives and celebrates the wonderful things happening in our school.

### Aim

Our Facebook page will be used to celebrate the learning that happens at our College, and to share this with the wider school community. The page will be monitored to ensure that it presents a safe environment for all members of our school community and free from undesirable messages.

### Implementation / Code of Conduct

#### Interaction

- Users will be able to comment or like the school's posts and comments by other users.
- Users **will not** be able to author a posting of their own or load media such as photos or videos unless they have administrative rights
- Administrators will include Benton Junior College staff as appointed by the Principal and Executive officers of College Council and will be reviewed annually.
- Our page will serve as a platform for the celebration of Benton Junior College programs and activities.
- The College will not respond directly to requests or direct messages on Facebook.
- **COMPASS** will remain the first port of call for up to date information on the day to day events at Benton Junior College including incursions and excursions

#### Using Real Account Names

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

#### Using Student Names

No students' surnames will be used in posts or comments.

We encourage only positive interactions. If you wish to acknowledge someone's great work or community contribution, please ensure you have not used students' surnames. Facebook used in this way will build our community and positive dialogue go a long way to supporting a positive school environment.

#### Underage Facebook Users

Benton Junior College does endorse guidelines set out by Facebook, Student younger than 13 should not have a Facebook account. Students should be supervised if viewing our Facebook page through an adults account. We expect that community conduct on our Facebook page will serve as a good role model for our students in how to use social media.

## **Friending Teachers**

All Victorian teachers operate under a Department of Education and Training 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 seek to add teachers as Facebook friends.

## **Monitoring and Blocking**

Benton Junior College 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.

Benton Junior College reserves the right to exclude any user from interacting with its Facebook page for breaches of the Code of Conduct.

## **Photos, videos and media posts**

Students' faces will not appear in any media on the Benton Junior College Facebook page without signed parental permission.

Photos are not to be downloaded and used elsewhere without explicit permission from the school.

## **Additional Links:**

- Victorian Department of education – Social Media Policy  
<https://www.education.vic.gov.au/school/principals/spag/governance/pages/socialmedia.aspx>

## **Review cycle**

This policy is scheduled for review in July 2020.