



Doctrina Vitae

Bacchus Marsh
Grammar

School Policy

ICT

Facebook Protocols Policy

Approved by the School Principal 28 July 2022





Facebook Protocols Policy

1	Statement of Context and Purpose	2
2	Aim	2
3	Reference Points/Background Papers	2
4	Controlling Posts	2
5	Safety	3
6	Hate Speech	4
7	Bullying and Harassment	4
8	Criminal Behaviour	4
9	Implications for Practice	4
9.1	Consequences for Violation of Terms	4
10	Social Media Monitoring	5
11	Warranty	5
12	Authorisation	5
13	History	5

1 Statement of Context and Purpose

- 1.1.1 The Bacchus Marsh Grammar Facebook page is a social media space that is used for advertising and publicity and to capture and promote stories and experiences at the School and to build strong connections within the community. The Facebook page is intended to be a welcoming and friendly space for all visitors.

2 Aim

- 2.1.1 Bacchus Marsh Grammar (the School) will use the School Facebook page to achieve the following aims:
- 2.1.1.1 To keep the School community up to date with school-wide activities using a platform that is easy, portable and convenient for families to use.
 - 2.1.1.2 To provide a platform for the community to celebrate students' successes and achievements.
 - 2.1.1.3 To build the School community and strengthen School spirit.
 - 2.1.1.4 To advertise School events to the School community and wider community.
 - 2.1.1.5 To share special interest articles that families may value.
 - 2.1.1.6 To provide the wider community with an additional avenue of communication with the School.
 - 2.1.1.7 To provide a platform for the School to connect with alumni.
 - 2.1.1.8 To strengthen the School brand by building awareness of the School in the broader community.

3 Reference Points/Background Papers

This Facebook Page Protocols document is to be read and interpreted in conjunction with the following policy documents:

- School Community Code of Conduct;
- Social Media Student Usage;
- Information Communication Technology Policy; and
- Facebook Page Protocols brochure for community.

4 Controlling Posts

- 4.1.1 To ensure that the School is achieving its desired aims, the School maintains the following rights over how the Facebook page posts are controlled:
- 4.1.1.1 The School's Communications Officer will administer the Facebook page;
 - 4.1.1.2 The Communications Officer will be the only person able to create posts or upload media (photos or videos) on the School's Facebook page. Visitors will not be able to author their own posts or upload media such as videos or photos;
 - 4.1.1.3 Visitors will be able to like, share, re-post or comment on the school's posts and on comments made by other users;
 - 4.1.1.4 The Communications Officer is responsible for monitoring the appropriateness of posts and is able and authorised to remove or edit posts or block offenders if necessary;
 - 4.1.1.5 The School will only ever use the first name of any student or parent on its Facebook page. Where teacher's names appear on the Facebook page, they will only be referred to by title and surname. No first name will be supplied, e.g. Mr. Smith;
 - 4.1.1.6 It is the responsibility of the School's Communications Officer to ensure correct permissions have been obtained from School families and staff prior to posting on Facebook; and
 - 4.1.1.7 School families and school staff are required to advise the School in writing if they wish to be excluded from any forms of School multi-media.

5 Safety

- 5.1.1 In the interest of community safety, the School reserves the right to add, remove or alter any content or information appearing as a comment on the School Facebook page if the School believes that it violates these safety standards or any other School policies.
- 5.1.2 Visitors interacting on the School Facebook page agree to communicate within the following guidelines:
- 5.1.2.1 Visitors should not make comments on the School Facebook page that is hate speech, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence;
 - 5.1.2.2 Visitors should not make comments that bully, intimidate, or harass any user;
 - 5.1.2.3 Visitors should not make comments that infringe or violate someone else's rights or otherwise violates the law as criminal behaviour;
 - 5.1.2.4 Visitors should not make comments that violate the privacy of School staff, students or stakeholders;
 - 5.1.2.5 Visitors should not make comments that are derogatory, unprofessional, disrespectful, abusive or use foul language;
 - 5.1.2.6 Visitors should not speak on the school's behalf, misrepresent the school or any member of the School community;
 - 5.1.2.7 Visitors should refrain from commenting in any manner that brings the School into disrepute;
 - 5.1.2.8 Visitors should not use the School Facebook page for unauthorised commercial communications (such as spam), for commercial self-promotion or direct sales pitches;
 - 5.1.2.9 Visitors should not use the School Facebook page to engage in unlawful multi-level marketing, such as a pyramid scheme;
 - 5.1.2.10 Visitors should not use the School Facebook page to impersonate any person or entity nor should they create a false identity solely for the purpose of misleading others;
 - 5.1.2.11 Visitors should not use the School Facebook page to collect other users' content or information;
 - 5.1.2.12 Visitors should not use the School Facebook page to solicit login information to access an account belonging to someone else;
 - 5.1.2.13 Visitors should not upload files that contain malicious code, corrupted files or viruses that may damage the operation of another's computer or property of another;
 - 5.1.2.14 Visitors should not use the School Facebook page to circulate identification documents or sensitive financial information;
 - 5.1.2.15 Visitors will not breach the School's copyrights or trademarks or use any confusingly similar marks, except as expressly permitted by the School or with prior written permission;
 - 5.1.2.16 Visitors should not facilitate or encourage any violations of this statement or School policies;
 - 5.1.2.17 Visitors interacting with the School's Facebook page, must do so using a Facebook account that is identifiable;
 - 5.1.2.18 The School does not endorse children under the age of thirteen years (a threshold imposed by Facebook) having their own Facebook account. Younger students are encouraged to view the School's Facebook page via their parents Facebook account and under parental supervision; and
 - 5.1.2.19 Facebook provides tools to protect intellectual property rights. To learn more, visit Facebook's Help Centre.

6 Hate Speech

6.1.1 Hate speech includes, but is not limited to, content that directly attacks people based on their:

- Race or Ethnicity;
- National origin;
- Religious affiliation or views;
- Club or Community Associations;
- Political affiliation or views;
- Sexual orientation;
- Sex, gender, or gender identity; and
- Disabilities or diseases.

6.1.2 Any instances of hate speech will result in an immediate removal of the offending post and a ban from the School's Facebook page.

7 Bullying and Harassment

7.1.1 Bullying and harassment includes, but is not limited to, content that:

- Identifies and shames private individuals;
- Alters images to degrade private individuals;
- Posts photos or videos of physical bullying designed to shame the victim;
- Shares personal information or personal insights to blackmail or harass people; and
- Repeatedly targets people with unwanted friend requests or messages.

7.1.2 Any instance of bullying and/or harassment will result in an immediate removal of the offending post and a ban from the School's Facebook page.

8 Criminal Behaviour

8.1.1 Criminal behaviours can occur online. On social media, the most common crimes include:

- Cyber bullying;
- Stalking;
- Threats of violence; and
- Defamation.

8.1.2 Any instance of criminal behaviour will result in an immediate removal of the offending post and a ban from the School's Facebook page and the relevant authorities will be contacted.

9 Implications for Practice

9.1 Consequences for Violation of Terms

9.1.1 In order to keep the School Facebook page a safe and positive space for our community, there are consequences for offending material or actions.

1. Warning

In the first instance, the offending content will be removed, and a message will be sent to the offending account advising of the penalty and reiterating the School's Facebook page protocols.

2. Page Bans

In the case of a second infraction, the offending account will be blocked and will no longer have access to the School's Facebook page.

3. Reporting

In the case of serious infractions including viable threats, stalking and harassment, the School will work with law enforcement and these instances will be reported to police if it is believed there is a genuine risk of physical harm or direct threats to public safety.

10 Social Media Monitoring

10.1.1 All members of the School community have a moral obligation to respect other members of the School's community and to regard their safety. The School actively seeks the support of the community to maintain rigorous safety standards by reporting any inappropriate behaviour on the School's Facebook page to the School management.

11 Warranty

11.1.1 The School makes no claims, promises, or guarantees about the accuracy or completeness of the online or social media content, and expressly disclaims liability for errors and omissions in it.

12 Authorisation

School Document No.		
School Document Name	Facebook Protocols Policy	
Approval Authority	Principal	
Approval Signature	Andrew Neal Principal Bacchus Marsh Grammar	
Administrator	Company Secretary	Greg Gough
Approval Date		
Date of Next Review	28 July 2024	To be reviewed every two years

13 History

Date	Amendment
27 November 2019	1. Revised and purpose of policy updated
28 July 2022	2. Revised no changes made