



# Facebook Policy

## Rationale:

In May 2014, the school launched the Lurnea High School Facebook Page. Using the widely popular online social media service of Facebook, our purpose is to communicate **more efficiently** and **more effectively** with the community of Lurnea High School.

The LHS 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 LHS Facebook Page will provide links for families to our term newsletter *The Link* and to the school's website.

## Rules of Engagement:

It is an expectation that **all users** (staff, students and parents) of the Lurnea 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.

The table below outlines the key components of the DEC's Social Media and Technology policy and the policy and expectations of Lurnea 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 LHS Facebook Page
<ul style="list-style-type: none"> <li><b>Cybersafety</b> – <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></li> </ul>	<ul style="list-style-type: none"> <li>That staff, student and parent users of the LHS Facebook Page employ safety precautions when accessing information or posting comments and take responsibility not to publish personal information or images at any time.</li> </ul>
<ul style="list-style-type: none"> <li><b>Cyberbullying</b> – <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></li> </ul>	<ul style="list-style-type: none"> <li>That staff, student and parent users of the LHS 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.</li> </ul>
<ul style="list-style-type: none"> <li><b>Digital Conduct</b> – <i>it is important for users to understand that online environments are communities that users are helping to shape for the future</i></li> </ul>	<ul style="list-style-type: none"> <li>That staff, student and parent users understand that the LHS Facebook Page is designed to inform the community about school business, activities and events to foster and promote a more informed school community.</li> </ul>
<ul style="list-style-type: none"> <li><b>Digital Footprint</b> – <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></li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<ul style="list-style-type: none"> <li><b>Digital Relationships</b> – <i>Users should know when and how to restrict access to or limit personal information about themselves and others. Users</i></li> </ul>	<ul style="list-style-type: none"> <li>That staff, student and parent users of the LHS Facebook Page recognise that the primary purpose of the online service is to inform the community about</li> </ul>

<p><i>have a responsibility to protect others from humiliation and should report online abuse.</i></p>	<p>school matters and that abuse of any kind against any individual, group, the school or the DEC will be reported to the relevant authorities.</p>
<ul style="list-style-type: none"> <li>• <b>Digital Health and Wellbeing</b> – <i>Balancing time online with family and friends in the real world is important for the good health and wellbeing of digital citizens.</i></li> </ul>	<ul style="list-style-type: none"> <li>• That staff, student and parent users will access the LHS 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.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Digital Law</b> – <i>online resources are for both study and entertainment and users should understand the potential consequences of downloading content and plagiarism.</i></li> </ul>	<ul style="list-style-type: none"> <li>• That staff, student and parent users of the LHS Facebook Page will act lawfully and within DEC and school social media policy and guidelines at all times.</li> </ul>

## Key Ways To Protect our Reputation

### Negative posts and comments:

1. All LHS 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* (Lurnea 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 LHS Facebook Page.

### Tagging and Identification:

1. For safety and protection reasons, LHS 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, LHS Facebook users will have their names visible identifiers in most cases.

### Profile Photos and Cover Page:

1. Staff and student LHS 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.