



CHS Facebook Page Policy

Last Updated: 12/06/2023

Responsible Staff

Administrator – ICT Coordinator

The Administrator is responsible for managing the Clare High School Facebook social media page/account, specifically managing its Privacy & Security settings including password management, adding or removing authorised users (“Editors”), and with the Principal’s approval, the Administrator is also responsible for managing and updating its Cover Photo, Profile Picture, and contact information.

The Administrator may delegate this authority during absences to SSO Reception

Editors – ICT Coordinator, SSO Reception, Principal Secretary, and Assistant Principals

Editors have assigned authority for the Clare High School Facebook social media account to access the account for the purpose of adding and publishing content, removing content, or comments, and moderating the content.

Purpose:

The primary purpose for the CHS Facebook Social Media account is for the sharing of information from the school to the public stakeholders (parents, community, families). Information will include important updates, notices to parents, **snapshots** of ‘what is happening’ at school. This page is not to be a Q&A forum on school events or occurrences, and no editor will respond to any questions or comments made.

Facebook Post Guidelines

- Posts must not exceed 10 images, **under any circumstances**. This includes special posts such as camps, school events etc. Collages (images) containing more than one photo are acceptable, but still must not exceed 10 images.
- Alternatively, for posts exceeding 10 images, this should be a video uploaded to the Facebook page.
- Posts should not exceed 200 words. Facebook posts are designed to be a ‘snapshot’ of what is happening, detailed information/updates should be placed into the CHS Newsletter.
- Types of posts can include but are not limited to specific event information, even highlights, school or student projects, school updates, information for reports, or sharing posts from the Department of Education.



- For images of Students to be uploaded to the Facebook Page, students must be in full school uniform, or school uniform that is appropriate to the event being undertaken (i.e., CHS Sports uniform. Photos from school camps are excluded from this rule.
- Posts must **ONLY** be published between **7:00am – 7:00pm**, Monday - Friday. An exception will be made for posts in emergency situations, such as information relating to catastrophic weather events. Noting, posts can be created at times outside of this, but must be scheduled to appear during this timeslot.
- Posts identifying individual student's names/identity without parental consent is specifically prohibited and will be removed immediately. This will include individually naming a student or having identifying details within the post.
- Staff members who have not given consent to have their name, footage or images to appear on Facebook, cannot be included in any posts.

Breach of Facebook Post Guidelines –

- If a Facebook post breaches the above guidelines, the post will be removed or edited by the Administrator. The respective staff member will be notified of the breach via email.
- The CHS Principal will be notified of the breach.
- Repeated breaches of the CHS Facebook Page guidelines, will result in the individuals' administrative rights being revoked.

CHS Facebook Page Moderation

CHS Facebook Page administrators and editors are expected to ensure that they effectively moderate content commented by the public. Content that will need to be removed includes:

- Anything containing offensive language.
- Anything deemed bullying, harassing or defaming in nature.
- Spam or any commercial content
- Anything containing personal or cultural attacks, or hateful in any way.
- Anything pornographic or obscene.

The administrator or editors must screenshot or print the inappropriate or offensive material and then delete as soon as possible. Report the content or user through Facebook and inform the police if necessary.



Teachers posting content -

CHS teachers are encouraged to share updates from their classroom (i.e., student work, lesson activities etc.). Teachers will not have direct access to post on the CHS Facebook page. However, they can upload their post to the 'Facebook Page' Teams Channel or directly email either the administrator or editors.

Teachers need to ensure that their posts meet the CHS Facebook Post Guidelines and will be reviewed by one of the CHS Facebook administrators.

Once an administrator has published the post, they will need to notify the respective teacher of the published post.

Communication and review

This policy will be communicated to all Clare High School Teachers and support staff. This policy can be found on the Clare High School Website <https://clarehs.sa.edu.au/reports-policies/>. This policy will be reviewed as part of the school's three-year review cycle.

This policy was first developed & Approved by Senior Leadership and the Governing Council in June 2023 Next Review: June 2026