

City Beach Primary P&C Association

Facebook Group Social Media Guidelines

This document outlines the purpose, set up and guidelines governing City Beach Primary School's (CBPS) Parent & Community (P&C) Facebook group.

The CBPS P&C Association Facebook group is a closed group (as opposed to a Facebook page which may be access by the wider community), meaning that the group can be found by the public through a Facebook search, however all posts are only visible to members of the group.

Purpose

To supplement current forms of P&C communication (school newsletter, class rep/ school emails, text messages) with the aim of promoting P&C activities and involvement of the school community in these activities; informing/updating the school community regarding school/P&C-related news, issues events and initiatives, as well as instigating associated discussion.

Administrator(s)

Group to be set up and monitored by one or more P&C appointed administrator(s), to manage membership, ensure compliance with these guidelines (may include deleting inappropriate posts/comments and removing members) and report back to the P&C about any questions, issues or discussions arising in the group.

Contributors

Members of the P&C, including class reps.

Members

Parents and other caregivers of students, staff and other members of the school community, as applicable.

Content

Content to be focused on issues and information affecting all, or a majority of, students and their caregivers with respect to school and P&C issues, activities and events.

Examples include information/ notification/ reminders about:

- Class bakeoffs and fundraisers (i.e. dates, deadlines and calls for donations)
- School sports days, assemblies
- Opinion surveys
- Canteen (new menu items, photos of items for sale to promote use of canteen)
- Photos/description of P&C spending e.g. new library books
- Advertising P&C events with links to ticketing where applicable e.g. school disco, quiz night
- Insight into what the role is of different P&C positions

Guidelines

Both published content, comments and responses to comments made on the Facebook page are to be:

- Polite and considerate
- Respectful and non-judgmental
- Open, positive and friendly in tone
- Professional/ neutral (no personal topics to be discussed)
- For the sole purpose of promoting the school and P&C activities/initiatives and not any external or personal content, except where approved P&C associated content
- Free of swearing, rude or abusive language
- Not derogatory, discriminatory, defamatory, threatening or otherwise harmful
- Not include any personal information about P&C or school community members
- Not re-posted or shared outside of the Facebook closed group

Photos

Photos and images tend to be useful in illustrating a post and attracting attention to it, however no photos of students (or their names) are to be published (unless not able to identify individuals), photos of staff/P&C members/caregivers may only be included in limited circumstances and only with their express permission.

Privacy

Although this to be a closed group it is still imperative that the privacy of students, staff and our school community are protected and to reduce the risk of wider distribution.