



SOCIAL MEDIA (Facebook and Instagram) POLICY 2023

GENERAL STATEMENT

Facebook and Instagram are social networking websites open to any person over the age of 13.

RATIONALE

Facebook

- Statement of Intent:
 - Facebook states that use of an Official Page is to 'communicate with your customers and fans by creating and maintaining an official Facebook Page'. Official Pages can be created by users for local business, brand, product or organisation, artist, band or public figure.
- Terms and Conditions:
 - provide that an Official Page can only be created by (or with the authority of) the organisation that the page is meant to represent.
 - schools can approach Facebook to remove any Official Pages relating to the school that have not been established by the school, on the basis that these pages breach the Facebook Pages Terms.

Instagram

- Statement of Intent:
 - Instagram states that posts are designed as 'a simple, fun and creative way to capture, edit and share photos, videos and messages' within the broader community, including friends and family.
- Terms and Conditions:
 - Provide a safe and open service not allowing users to impersonate or provide inaccurate information, do anything unlawful, misleading or fraudulent for an illegal or unauthorised purpose with guidelines to take action when these terms are violated.

IMPLEMENTATION

- The Facebook address for the Jacana School for Autism Official Page is www.facebook.com/JacanaSchoolforAutism
- The Instagram page name as 'Jacana School for Autism' (activated with a direct link to our Facebook page)
- The Facebook Page and Instagram terms provide that only an authorised representative of the subject of an 'Official Page' may administer a page. The Principal, Assistant Principal and eLearning Coordinator (Assistant Principal (CDAR)) will administer the page. Members of the leadership team will also have administrator access.
- Any administrator who views inappropriate content should immediately remove it. They should first take a screen shot of the content and e-mail it to the Principal and eLearning Coordinator. Any person who posts inappropriate content will be 'banned permanently' from the page. If they are a current student at the school, they will undergo a Cyber Safety program and will be supported through the process to ensure appropriate use of safe internet use as per the school policy.

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- Each sub school administrator must upload to the JSA Instagram (thus Facebook page), current news relating to the sub school programs at least 3 times per term. This may be of excursions, performances etc. and must include photos or a short video.
**The content must be uploaded within one day of the event. Sub school administrators must ensure that only students who have appropriate permissions are uploaded onto the page. Whole school content may be posted by the Principal, Assistant Principal's or eLearning Coordinator.
- For consistency, the Principal will regulate and use discretion in relation to which members list. Members may be blocked if they have no known association with the school or have an inappropriate profile.
- Any person under the age of 13 years will be blocked as a friend of the Jacana School for Autism Official page and will not be allowed to post on the school page. In the case of current Jacana School for Autism students, parents/carers will be notified and the student will be unable to access the page until they reach 13 years.
- Photos of students will not be posted on the page if their parents/carers have requested that photos or footage not be published through the 'Jacana School for Autism Official Instagram Account/Facebook Page' on the school enrolment form.
- Each year, parental permission will be sought through the annual indemnity form in relation to permission for their child to be on the page.
- As per the DET policy, unless permission is given, all photos of students will be de-identified with no name or identifying information will be displayed either within or attached to the photo in line with the schools privacy policy.

REFERENCES

- Sandra Phillips, Manager Digital Content, eLearning. Phone (03) 9651 3147 or email phillips.sandra.l@education.vic.gov.au or research the 'Bully Stoppers Webpage' via <http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx>
- A copy of the Facebook Statement of Rights and Responsibilities can be found at <http://www.facebook.com/#!/terms.php>
- Instagram Terms and Policies <https://help.instagram.com/581066165581870>
- Facebook Pages Terms can be found at http://www.facebook.com/#!/terms_pages.php
- eSafety Commissioner: Guidelines for social media use, video sharing and online collaboration: https://www.esafety.gov.au/sites/default/files/2020-02/prepare_4_-_guidelines_for_social_media_use_-_video_sharing_and_online_collaboration.pdf

EVALUATION

This policy will be reviewed as part of the school's three year policy review cycle.

Ratified by School Council	Term 1, 2023
Review Date	Term 1, 2026

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