



# Discovery Federation

## Social Media Code of Conduct

Updated: September 2019 by Mrs C. Robson

## **The intent of our schools' social media pages**

Our intent is to grow our school and communities understanding of social media and to make connecting with our school more convenient. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our schools' Facebook and Twitter pages allow our community to keep up to date with activities through a medium preferred by many. The page will allow us to seek your input on issues and to also make us aware of areas where we can improve. But overwhelmingly, our Facebook/Twitter pages are a place where we build our community by building school spirit. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

## **Our Code of Conduct**

### **Using real names**

All users interacting with the Federation's social media pages, by either liking or commenting on posts must do so using an account that clearly identifies them by their real name.

### **Raising issues and not including names**

The Federation is happy to be alerted to issues via its Facebook/Twitter pages but does wish to remind the community that some things are best dealt with privately. The kind of issues that can be raised should be centred around school improvements, generally on infrastructure or processes. Issues involving any of the students or staff must not be raised in these pages. When issues are raised, we are happy to see people support the issue via a comment or a 'like'. We will however not support interactions that incite or fuel overly negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

### **When can I use names in posts?**

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish our social media pages to be used to build spirit; patting someone on the back publicly goes a long way to building the schools we all want.

### **How to interact with the social media pages**

Initially, users will be able to comment on the school's postings and on comments by other users. Users will also be able to 'like' a post or comment by clicking on the like button. Users will not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time and assessments made on liberalising access.

### **Underage social media users**

Discovery Federation does not endorse children under the 13-year-old threshold imposed by Facebook & Twitter to create their own account. We encourage children under parental supervision to view our schools' Facebook/Twitter pages and contribute to content. We believe our communities conduct on our social media pages will serve as role modelling for our students as to how to behave in social media spaces.

### **Friending teachers on social media**

Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to friend our teachers.

### **Moderation and Block listing**

Discovery Federation reserves the right to set the strength level of the Facebook/Twitter profanity filter and to add additional words and names to the pages' blocklist.

### **Actions resulting from any breaches of the Code of Conduct**

Discovery Federation reserves the right to ban any user from interacting with its Facebook/Twitter page for breaches of the Code of Conduct.

### **The Law and Facebook's Terms**

Discovery Federation's school social media pages operates under the Commonwealth Telecommunications Act and Facebook's and Twitter's Terms.