

# NORTHERN BAY P-12 COLLEGE

## Social Media Communication POLICY

### PURPOSE

This Policy explains the management, operation and use of Northern Bay College Social Media as a communication strategy to share opportunities for our families, engage with P-12 whole college learning, and celebrate college achievements. This will facilitate enhanced college spirit, inform our community of our work, and to connect people.

### SCOPE

This policy applies to sites bearing the name of Northern Bay College as the official school council endorsed sites. These sites include the Northern Bay College Facebook Page, NBC Family Learning Centre Page and other platforms such as You Tube, Twitter using the name Northern Bay College or Northern Bay P-12 College.

### POLICY

- Our College believes managed social media is an excellent and contemporary way to communicate information to, and celebrate our success, with members of the community.
- The Northern Bay College Facebook Page is our initial social media platform and is managed by skilled staff and overseen by College Executive
- Information will be posted to our Facebook page by authorised staff within the college only. Posts will contain information such as photos of special events, celebrations of student learning and achievement, links to other important information that may be available periodically on our College website and at times reminders of events and calendar dates.
- The Facebook page will not be the sole mechanism for distributing important information. It will be stated that there is no requirement for parents, students or staff to Like or follow our Facebook page.
- Our College encourages families to share positive comments in relation to current events. We remind members of our community that there are many issues which are best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on our Facebook page.
- If this rule is breached the writer will be directed to the Complaints policy on Compass / Website
- Users will be able to comment on the college'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 post or load media such as video or photos unless requested by Facebook administrator.
- Our College does not endorse students under the age of thirteen years of age (a threshold imposed by Facebook), having their own Facebook account. Family discretion will apply.
- We will expect the conduct of our community members on our Facebook page will serve as a role model for our students on how to behave in social media spaces.
- Our College will actively monitor the college's Facebook page, and will remove without warning any comment that does not follow the guidelines stated in this policy. Any user continuing to post comments outside the scope of this policy will be blocked from accessing the Facebook page, and may be subjected to sanctions contained within our Student Code of Conduct.
- Parental consent for the use of student names and photos will be obtained on enrolment. Consent can be withdrawn by parents at any time.
- Northern Bay College is mindful of people taking advantage of social media to pose as any official college, teacher or School Council representative
- The college will make every effort to respond to questions posed on Facebook, but this is not our preferred avenue. Parents will be encouraged to call the campus or check on Compass feeds or check previous Facebook postings.
- Our College's Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms and Conditions.

### Further information and resources

- School Policy and Advisory Guide: [Photographing and Filming Students](#)
- Schools' Privacy Policy: <https://www.education.vic.gov.au/Pages/schoolsprivacypolicy.aspx>
- Commonwealth Telecommunications Act <https://www.legislation.gov.au/Details/C2019C00104>
- Facebook Terms and Conditions: <https://www.facebook.com/terms.php>

### Review period

This policy was approved by School Council on June 17, 2020 and is scheduled for review June 2023.