



Cumnock Public School

– Rules of Engagement and Social Media Guidelines

Welcome

Welcome to the official Facebook Page of Cumnock Public School. We see the use of an official Facebook page as an opportunity for our school to celebrate the life and pulse of student learning. Users of our official social media sites should carefully review our social media guidelines. Cumnock Public School follows the Department of Education Code of Conduct and Facebook's Community Standards.

Page Guidelines

The intent of this page is to provide a hub for responsible community engagement that celebrates the daily life of our school. We proactively support participation in social media to develop and grow digital citizenship throughout our community. Cumnock Public School values the responsible use of social media articulated in a range of policies and guidelines that govern the expectations of online behaviour.

We reserve the right to remove any content that we believe is in breach of these policies, guidelines and the values of our school. Cumnock Public School will remove content if it contains:

- Offensive, abusive, obscene, profane, hateful or racial content, links or images
- Comments that threaten or defame any person or organisation
- The direct full name or descriptive reference to an individual, irrespective of the tone of the associated post
- Solicitations and advertisements by other organisations
- Endorsements by or of other organisations
- Multiple or repetitive posts by a single user
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Anything else that the school deems inappropriate and does not align with our values, standards, policies and guidelines

We reserve the right to remove any participant that does not adhere to the rules of engagement or Facebook's Community Standards. We will not permit messages selling products or promoting commercial, political or other ventures.

Posting, Tagging or Naming Student Photos

Photos of students are posted with reference to the Department of Education publishing permission forms, completed on a yearly basis and at enrolment. For children's privacy and protection, please do not tag photos of children, and please do not name them in your comments. On rare occasions and with parental permission, students may be named by the school Facebook admin team. Tagging of parents or friends within the comment box is permitted, with the understanding that all other rules of engagement are followed.

Students

Please note that the Facebook terms and conditions state that no one under the age of 13 years should have a Facebook profile. Therefore, **any primary students** who 'Like' or comment on the Cumnock Public School Facebook page **will have their post deleted and profile reported immediately.**

Friending Staff on Facebook

Please note that the Department of Education has this advice for teachers 'Friending' parents on Facebook: *The line between your professional and personal life could become blurred making it difficult to manage your professional relationship with the parents when that becomes necessary. You also need to bear in mind that becoming a Facebook friend with a parent could result in their children getting access to your account as well. You also need to be mindful that you need to be careful what you say on Facebook if you have parents as friends as comments made online can be misunderstood and could result in parental complaints made to your principal.* **In short, please do not ask to friend a member of staff on Facebook as refusal often offends.**

Moderation Hours

This page is moderated from 9am to 3pm on weekdays.

For further information regarding the use of our official social media channels please contact the Principal at cumnock-p.school@det.nsw.edu.au