

FACEBOOK

GENERAL STATEMENT

Facebook is a social networking website open to any person over the age of 13.

RATIONALE

- Facebook states that use of an Official Page is to 'communicate with your customers and fans by creating and maintaining an official Facebook Page'. Users for local business, brand, product or organisation, artist, band or public figure can create official Pages.
- Facebook Pages Terms 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.

IMPLEMENTATION

- The address for the Concord School Official Page is [facebook.com/concordschoolvictoria](https://www.facebook.com/concordschoolvictoria)
- The Facebook Pages Terms provide that only an authorised representative of the subject of an 'Official Page' may administer a page.
- The Principal and Facebook Coordinator will administer the page.
- Inappropriate content will be immediately removed by the administrator. 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 cybersafety program and will be dealt with through the school's disciplinary procedures.
- Content will be uploaded by the school Facebook Coordinator or the Learning Specialist from the Specialist team. Content may be of excursions, performances etc. and include photos or a short video.
- The content should be uploaded within one day of the event.
- The Facebook Coordinator must ensure that only students who have appropriate permissions are uploaded onto the page (check current Media Permissions form updated by administration staff).
- For consistency, the Principal will regulate which members can join (accepting or banning them). Members will not be accepted if they have an inappropriate profile.
- Any person under the age of 13 years will not be accepted as a friend of the Concord School Official page and will not be allowed to post on the school page. In the case of current Concord School students, parents/carers will be notified and the student will be banned from the page until they reach 13 years.
- Photos of students will not be posted on the page if their parents have requested that photos or footage not be published through the 'Concord School Official Facebook Page' on the school enrolment form.
- Parents will be advised through the school newsletter to contact the office to advise if they do not give permission for their child to be on the page.

REFERENCES

- A copy of the Facebook Statement of Rights and Responsibilities can be found at <http://www.facebook.com/#!/terms.php>
- Facebook Pages Terms can be found at http://www.facebook.com/#!/terms_pages.php