

CONCORD SCHOOL POLICY

FACEBOOK



Help for non-English speakers

If you need help to understand the information in this policy please contact 9467 3972.

PURPOSE

To explain Concord School's policy in relation to the use of the official Concord School Facebook page.

RATIONALE

- Social media is a popular and powerful online tool for communication. It is a great way to build relationships and engage with your school community quickly.
- Social media is widely used by parents to find out what is happening in their school.
- It works like a conversation, with regular posts and updates from both the page owner and followers.
- 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.

POLICY

- The address for the Concord School Official Page is 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, appropriate actions will be implemented consistent with our Student Engagement and Wellbeing policy.
- 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 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 16 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.
- Photos of students will not be posted on the page if their parents have requested that photos or footage not be published through the 'Concord School Official Facebook Page' on the school enrolment form.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.

POLICY REVIEW AND APPROVAL

Policy last reviewed	February 2026
Approved by	Principal
Next scheduled review date	March 2029