



## FRENCHS FOREST PUBLIC SCHOOL PARENTS & CITIZENS' ASSOCIATION

ANN STREET, FRENCHS FOREST NSW 2086  
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ABN 70 484 184 811

*Adopted at the meeting of Frenchs Forest P&C, 18 June 2018  
To be reviewed every 12 month period  
Next review: June 2019*

### **Frenchs Forest P&C Social Media and Code of Conduct - Policy**

#### **POLICY SCOPE**

The Frenchs Forest Public School Parents and Citizens Association (FFPS P&C) is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and positive communications in all mediums.

#### **POLICY INTENTION**

The FFPS P&C uses a number of communication platforms, including social media, to promote the work of the P&C, the school and to engage the community. This *Social Media Policy and Code of Conduct* will allow the FFPS P&C to moderate our social media activities whilst engaging with the school community.

#### **Responsibilities of social media accounts:**

The President and P&C committee convenors are responsible for the administration and moderating of all FFPS P&C social media channels.

Social media is defined as a group of online applications such as social networking sites, wikis, blogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

The purpose of social media is to facilitate conversations, promote, listen, share, collaborate and respond to our colleagues and communities.

In using social media all P&C members agree to follow the *FFPS P&C Social Media Policy and Code of Conduct*.

- a) Members agree to be clear they are representing the FFPS P&C. Where a member is not representing the FFPS P&C it should be made clear that those comments are made by that person, as an individual.
- b) Members shall be mindful that their role with the FFPS P&C may create a connection between what they say online and the FFPS P&C itself. As such, P&C members should identify themselves when discussing P&C-related topics or issues.
- c) Where a member uses social media they shall represent the FFPS P&C well, and be sure that the content published is consistent with expected professional standards.
- d) FFPS P&C Members using P&C social media accounts should never making negative comments about people or children.



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- e) Members shall be mindful that social media posts may have consequences in the event they are not appropriate.
  - i. FFPS P&C members posting online must respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
  - ii. FFPS P&C members should be polite and considerate in all social media activities.
  
- f) Where a post or comment on a FFPS P&C social media account is negative, inappropriate or brings disrepute to the school and/or FFPS P&C, it should be reported immediately to the account admins for removal. FFPS P&C members must work closely with the school Principal and P&C President to respond.
  - i. The offending posts should be removed if necessary and send a message to the author that the comments have been removed. Remind the author of the *Code of Conduct and the Social Media Policy*.
  - ii. Ensure the school community are aware these comments are not endorsed by the FFPS P&C and are an individual's comment.
  - iii. Where a user/follower continues to post negative or inappropriate comments they may be blocked from the FFPS P&C social media accounts.

**Use of photos on FFPS P&C social media accounts:**

- P&Cs should not upload photos of school staff or students to any social networking site.
- P&Cs should instead work with the school to have staff or student photos placed on the school website or Facebook page (at the schools discretion) - ensuring all the relevant permissions are in place and the students' full names are not published in accordance with the department's policy.
- As a general rule, it is recommended that P&Cs use stock/generic images, or images of FFPS that do not feature students, for their online posts.

**Business endorsements:**

- P&Cs should not promote businesses or business initiatives on the P&C social media site as it may infer endorsement. This includes declining requests for the FFPS P&C Facebook page to 'like' and 'follow' donor/sponsors' social media accounts.
  - The exception to this is giving a business or individual a 'shoutout' on social media – which is a public thank you and recognition. The contributor is tagged [@name] in a post, to acknowledge their gift, donation or sponsorship.
- Likewise, the FFPS P&C cannot agree to use hyperlinks to a business' website/social media accounts from the FFPS P&C social media accounts or website.



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### **EXCEPTION CASES AND REVIEW**

In the event that this policy is not believed to adequately cater for a certain situation, exceptions to this policy can be sought. The Principal will liaise with the P&C Executive to seek approval or raise at an ordinary general P&C meeting.

#### **Frequently asked questions:**

1. Can social media users get in trouble for defamation on social media? Yes. Defamation is actionable regardless of where it occurs. You don't need to be the person making comments to be involved in a claim of defamation, a person who shares comments made by another person (for instance, by "retweeting" a tweet), can also be liable of defamation.
2. Do other laws also apply? Yes. All relevant laws apply. Postings online and similarly in email or text messages are subject to the law in areas like defamation, racial discrimination, intimidation, breach of copyright and trademark infringement. Liability for uploaded content may extend to the FFPS P&C and those who engage in online activities on its behalf.