



SOCIAL MEDIA POLICY

Rationale

- Our school acknowledges that there are increasing numbers of people using social networks. The widespread availability and use of social networking applications brings opportunities to understand, engage, and communicate with more members of the school community.

Aims

- Grow our school and community's understanding of social media and to make connecting with our school more convenient for our families.
- Allow our community to keep up to date with activities through a medium which is preferred by many.
- To seek input from our families.
- Build our school community by building our school spirit.
- Provide a positive focus for our school and bring everyone's attention to the things we do that make our school great.

Implementation

- Posting Comments
 - Officer Primary School encourages families to share positive comments in relation to current events. We remind members of our community, when applicable, that there are many issues best dealt with privately, in consultation with relevant staff members. Issues involving students or staff must not be raised on any Officer Primary School social media accounts. OPS will not support interactions that incite negative sentiments.
- When can I use names in posts?
 - You can use names in posts when you wish to acknowledge someone's great work or community contribution. Our philosophy is that our Facebook page will be used to build our school spirit, inform our community about our work, and connect people. When referring to students it is preferred that only first names are used.
- How to interact with the OPS Social Media Accounts
 - Users will be able to comment, like and share posts made by OPS and others users.
- Moderation and blocking
 - Officer Primary School will utilise moderation of all comments to ensure that profanities are not published to the wider community and comments are keeping in line with the appropriate intended spirit to foster positive interactions or accolades within the OPS community.
- Privacy
 - Parental consent for the use of student images and names will be obtained via the School Media Consent form.

Evaluation

- This policy will be reviewed as part of the school's three-year cycle.