



SOCIAL MEDIA POLICY

Applies to:	All employees, volunteers and members
Author:	Social Media – Erin Thompson
Approval:	FHSS P&C
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This Policy identifies how social media will be used by FHSS P&C and employees.

1. Definition

Social media is defined as a group of online applications such as social networking sites (including but not limited to Facebook, Instagram, LinkedIn, YouTube, Bebo, Flickr and Twitter), wikis, blogs, microblogs, video, and audio sharing sites, elearning portals, and message boards that allow people to easily publish, share and discuss content.

2. Aim

Ferry Hills State School P&C Association (FHSS P&C) will use selected forms of communication to promote its work, the school and to engage the community. In addition, social media is used to facilitate conversations and promote, listen, share, collaborate and respond to the school community in alignment with, and support of the Association and, school policies.

3. Scope

This Policy applies to all members, volunteers, and employees of FHSS P&C while undertaking any role or activity related to the FHSS P&C and the use of social media.

FHSS P&C is committed to providing a safe environment for all members of the school community. This includes ensuring effective and positive communications in all mediums. The Principal plays a key role in guiding FHSS P&C Executive Committee in determining which social media channels may be appropriate and to align messaging and promote FHSS P&C's social media accounts. The scope, audience and content of messaging are also considered.

FHSS P&C does not support the establishment or use of any social media it does not administer. As at the approval of this policy one channel is used – Facebook (Ferry Hills State School P&C Association).

4. Responsibility

For the purposes of continuity and accountability, the FHSS Executive Committee are appointed as social media officers. They are responsible for the administration, positive communication, and moderation of FHSS P&C's social media, activity, and posts.

Members and volunteers of FHSS P&C are responsible for ensuring that they use FHSS P&C's social media in accordance with this policy and report any breaches directly to the P&C Executive Committee as a matter of urgency.

All members, volunteers, and employees of FHSS P&C are responsible for ensuring the following information is not released on a social media channel:

- sensitive information;
- confidential information;
- material that infringes copyright or intellectual property rights;
- information protected under privacy laws; and
- information not already in the public domain.

It is an offence for members of FHSS P&C to make a record of, use or disclose personal information about a student at a state school (current, prospective, or former) except in the certain circumstances provided for in s426 of the *Education (General Provisions) Act 2006*.

In using social media, all members, volunteers, and employees agree to follow FHSS P&C's policies including the Code of Conduct and comply with relevant State and Federal laws. A breach of any law may result in criminal or civil proceedings for which they may be personally liable.

A member, volunteer or employee of FHSS P&C may only post information about FHSS P&C and related activities where authorised to do so by a member of the Executive Committee. They cannot commit FHSS P&C into any action or initiative without authorisation.

5. Implementation

When commenting on social media, members, volunteers, and employees must be clear whether they are representing FHSS P&C, and their role or otherwise that they are making the comments in a personal capacity.

Under the Code of Conduct a member, volunteer or employee using social media in a personal capacity will ensure that the content they publish is consistent with the required standards of FHSS P&C. They must not bring FHSS P&C into disrepute.

They must be mindful that their role may present a reputational issue by association.

Members, volunteers, and employees must not post material that is unlawful, threatening, defamatory, obscene, harassing, discriminatory or does not meet community standards to any individual, group or organisation, including FHSS P&C. Any identification of this type of activity must be reported to the FHSS Executive Committee in a timely manner. The FHSS Executive Committee will ensure that the activity is addressed (posts removed where possible) and that the Principal is notified.

6. Social Media Officer duties

- Undertake at least fortnightly review of social media activity:
- Answer queries and comments as required in line with positive responses and the code of conduct.
- Review all potentially negative posts and address as appropriate in a timely manner or otherwise escalate to an appropriate person in the FHSS Executive Committee. They may further escalate to the Principal.
- Immediately remove any content of a nature that does not comply with Section 4 of this policy, report to the FHSS Executive Committee and authorities as required.
- Refer all media and business enquiries to the FHSS Executive Committee. The Executive Committee may further escalate to the Principal.
- Block any activity or posts from the social media site as required or otherwise escalate action to the relevant social media operator.
- Update calendars and events.

7. Approval

Any changes to this Policy must be approved at a FHSS P & C meeting.

8. Review

This policy will be reviewed upon any material change in operational practices or Related documents. Otherwise, it will be reviewed triennially.

9. Related documents

1. [P&C Social Media guide – P&Cs QLD](#)
2. Code of Conduct – Ferny Hills State School P & C Association
3. [Education \(General Provisions\) Act 2006](#)