



# Social media policy

## Policy statement

The Ferry Hills State School Parents and Citizens' Association (P&C) is committed to the positive use of social media. Used responsibly, it promotes the school and P&C in a positive way, engages the school community.

The protection, privacy and wellbeing of students is paramount. The P&C Code of Conduct and relevant state and federal laws must be complied with when using social media.

This policy sets out how the P&C will do this.

## Background

Ferry Hills State School P&C Association (P&C) promotes its work, the school and engages with the community through a range of mediums, including social media. The association uses social media to facilitate conversations and promote, listen, share, collaborate and respond to the school community in alignment with and support of the P&C and school.

## Definition

Social media is 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. While they allow sharing, discussion and collaboration, Teams and Zoom are not social media platforms.

## Scope

This policy applies to all members, volunteers and employees of P&C who are undertaking any role or activity related to the P&C's use of social media.

The P&C does not support the establishment or use of any social media other than those administered by the school or the P&C.

The school and P&C have authority to use one social media channel: Facebook (Ferry Hills State School P&C Association).

## Roles

### Social media administrator/s

For the purposes of continuity and accountability, the P&C Executive Committee (the Committee) appoints a social media administrator to manage its social media presence. Where possible this role should be undertaken by someone with continuity in the role or experience of managing social media accounts and communications. When available, this role will be part of the VP Community and Communications.

The Committee may appoint more than one administrator to manage the page. Where there is more than one administrator they must work together to provide a coordinated and consistent presence on social media.

## Responsibilities

### Social media administrator

The social media administrator is responsible for the page administration, positive communication, and moderation of P&C's social media, activity and posts. The following is a list of common duties in order of priority:

- Have a learned understanding of social media platforms used by the P&C.
- Plan, prepare and publish approved content.
- Monitor and moderate social media channels, including on the weekends and after hours. This includes reporting posts that are offensive, derogatory or incorrect using the Facebook online reporting tool. Provide timely and accurate responses to social media enquiries and comments. If required escalate these to the Committee, Principal (via the Committee) or Queensland Police (for allegations of harm).
- Share relevant content from related channels, for example school or Department of Education social media channels.
- Create events and maintain the P&C calendar to promote business activities and relevant school events as requested by the Principal.
- Maintain the social media accounts administration settings e.g. profanity block set on 'strong'.
- Make sure information is accessible such as ensuring videos have closed captions.
- Ensure the social media account does not follow or endorse individuals, businesses, political parties or religious organisations.
- In the case of inappropriate content, preserve the content by taking a copy. Escalate to the Committee, Principal (via the Committee) or Queensland Police as appropriate. Refer all media and business enquires to the Committee.

## Committee

- Ensure the administrator(s) is appropriately skilled to manage social media.
- Ensure administrator(s) are available to monitor, update and moderate social media channels, including on weekends, school holidays and after hours.
- Ensure systems and processes are in place to support responsiveness (such as workflows and technology) as well as to receive feedback and implement changes easily if things are not working.

- Ensure the P&C account has appropriate and relevant links in line with the P&C, school community and school.
- In consultation with the the Principal, approve the establishment of social media accounts for the P&C.
- Ensure there is only one P&C account per platform.

## Social media contributors

- P&C members, volunteers and parents and carers are responsible for ensuring that they use P&C's social media in accordance with this policy and the P&C Code of Conduct.
- P&C members are encouraged to like, comment and share the P&C social media posts, to ensure communications reach our audience.

## Social media content

### Appropriate social media content

All members, volunteers and employees of P&C are responsible for ensuring that appropriate content is shared on social media channels. Appropriate content:

- relates to P&C activities
- promotes approved content provided by the school
- is from other suitable sources e.g. Department of Education
- is consistent with the required standards of P&C as set out in the [Code of Conduct](#).

### Inappropriate content

Inappropriate content includes content that:

- is unlawful, threatening, defamatory, obscene, harassing, discriminatory to any individual, group or organisation, including the P&C;
- does not meet community standards;
- breaches the confidentiality or privacy of students and staff (private, sensitive or confidential information), including photographs;
  - P&Cs are bound by section 426 of the [Education \(General Provisions\) Act 2006](#). This provision deals with confidentiality of student information. It is an offence for members of the P&C to make a record of, use or disclose personal information about a student of a state school (current, prospective or former) except in the certain circumstances provided for in s426.
- promotes businesses or business initiatives on the P&C social media site as it may infer endorsement;
- information not in the public domain; and
- infringes existing copyright or other intellectual property rights.

A breach of any law may result in criminal or civil proceedings for which the administrator may be personally liable. Under the P&C 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 the P&C. They must not bring P&C into disrepute. They must be mindful that their role may present a reputational issue by association.

## Use of photographs

- P&C members are not able to post any photos of students or school staff members. Any unauthorised photos will be removed.
- The P&C can share photos of students and staff from school social media channels.
- Parents can post photos of their children but should not post photos of other children.

## Approvals

- The social media administrator is empowered to post recurring information on behalf of the P&C without authorisation. These posts relate to everyday activities, promote communication and continuity of activities e.g. weekly schedule or events, opening hours and days of businesses. It's strongly recommended these are reviewed by another member of the Committee for accuracy and completeness.
- Campaign content relating to fundraising activities and other initiatives should be from content prepared by the VP Community and Communications or from the Committee if the VP role is not filled. Campaign content prepared should be circulated to the Committee (or relevant members) to be checked as correct, for completeness and for approval.
- The P&C can post P&C-related information in accordance with its own timing. Care should be taken to ensure that any fundraising activities or initiatives have been previously approved by the Principal or their delegate.
- School information must be coordinated with the school, unless the Principal or their delegate advises otherwise.

## Policy review and approval

This policy will be reviewed upon any material change in operational practices or related documents. Otherwise, it will be reviewed triennially. Any changes must be approved at a P&C meeting.

## Related documents

- [P&C Social Media Guide - DoE](#)
- [Department of Education Acceptable Use Guidelines \(PDF, 212KB\)](#)
- [Social media for school and departmental promotion procedure](#)
- [Ferny Hills State School P & C Association Code of Conduct](#)
- [Education \(General Provisions\) Act 2006](#)