

Social Media Guidelines



239 Pearcedale Road, Cranbourne South VIC 3977 Tel: 9782 2999

Email: cranbourne.south.ps@edumail.vic.gov.au Website: <http://www.cranbournesouth.vic.edu.au/>

Name	Social Media Guidelines	Last Updated	January, 2021
Responsibility	Principal Class/School Council	Next Update	As needed

For Staff and elected Parent Representatives (School Council and Parent & Friends Association ('PFA') members)

Overview

This policy applies to any social media account that officially represents Cranbourne South Primary School ('CSPS') at any level.

Which social media sites do these guidelines apply to?

- The [CSPS Main page](#)
- The [CSPS Parents group](#)
- The [CSPS PFA group](#)
- The [PFA 2nd hand uniform sales group](#)

What the guidelines will do?

- Provide CSPS' staff and elected parent representatives with guidelines for using social media in an official capacity.
- Ensure that social communications adhere to CSPS's core values.

Who the guidelines govern?

- The guidelines apply to all staff and to anyone from the CSPS community that have been elected parent representatives, who oversees and maintains a social media group or page.

Why we have guidelines?

- Establish best practices for uniformity of message and branding, and minimise risk to administrators.

Who administers the guidelines?

- The CSPS Principal Class and School Council President/s oversees the social media guidelines. All social media-related questions and inquiries should be directed to cranbourne.south.ps@education.vic.gov.au

Administrators ('Admins') of the Cranbourne Primary School Parents Facebook Group and PFA Group

- All registered PFA members should be added at the time of registration (or renewal), annually in October at the AGM.
- Removal of administrators should be completed when the admin leaves the school or if they do not renew their PFA membership (whichever occurs sooner).
- Administrators should delegate roles of the page, such as some admins monitor new requests, while some may approve pending posts and other may monitor comments.
- Members are typically parents/carers, grandparents, or friends of the school whereby their child/grandchild is currently enrolled. Others may be approved on a case-by-case basis (which should be verified and validated).
- Members should be removed when they leave the school (when removing members, make sure you are certain that they have left the school and no more siblings are attending).
- New members are asked to provide the year and teachers name of the eldest child before joining. If they do not provide this information, they may be declined.



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- On occasions, community groups (i.e. Blue Light Discos) may request to join the parents group.
- Other community groups may request their information be posted (i.e. local football, basketball, netball, cricket, dancing organisations). All clubs should be advertised, there should be no personal bias.
- Please avoid tagging school staff to any posts seeking clarification. Please direct members to call or email the school or email the staff member/s directly.

Guidelines

- These guidelines are intended for and apply to anyone involved in creating, contributing to or distributing information pertaining to CSPS via social media channels.
- In doing so, it is important to remember your efforts are part of CSPS' voice and we ask that you be mindful of the content you post. Not only will current families, staff and students have access to content you publish, but prospective CSPS families, students and other visitors might also.
- As with any CSPS communication effort, we always want to convey a positive CSPS image. Anyone who formally communicates on behalf of CSPS is responsible for understanding and following these guidelines as they relate to their personal and professional usage. Failure to do so can have far-reaching ramifications, potentially damaging CSPS image and reputation, as well as those of your colleagues, peers and everyone affiliated with CSPS.

Primary Communication Tools/Methods

- Compass and the school's website are the primary form of communications, followed by social media.
- Not all Compass notifications need to be published on social media.
- Compass notifications can be directed to the entire school, one or more sub-schools, one or more year level, or by class. Therefore, careful consideration is needed when posting on social media, i.e. does the entire school community need to know this information or just the target audience of the Compass post?

Administering Social Media

Be Transparent

- Always make sure you are honest about your identity and relationship to CSPS.
- When posting as an individual on social media, honesty is the best policy and other users will tolerate nothing less. Use your real name when posting rather than a pseudonym or posting anonymously. When appropriate, clarify your position with CSPS. If you have a vested personal or professional interest in a topic you are discussing, acknowledge this.

Protect Your Privacy and that of Others

- While it is important to disclose your true identity when engaging in any online community, for your own protection you should not share personal information such as full names (first name and last name initial only e.g. Jane D), phone numbers, complete physical addresses, passwords, etc.
- When managing a social media group, review the settings to determine what information is being disclosed and adjust the settings accordingly. Likewise, don't pass along personal information about others.

Protect your sites

- It is your responsibility to protect every group for which you are responsible. Passwords should only be shared with those who will manage the site or are responsible for the overall effort. In all cases, more than one person should have access to make administrative changes to ensure a timely response to any needed action.



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Offer Value to Others

- Digital media initiatives should be created when there is an opportunity to share information and build relationships. Listen and engage to get to know the others who are there. Your level of participation will determine the level of success.

It's a conversation

- Talk to your members like you would talk to real people in professional situations. It's okay for your comments to reflect your own personality and to say what's on your mind, however, remember that you are speaking on behalf of CSPA.
- Try to engage with questions or content that are open-ended, invite response and encourages comments. You can also broaden the conversation by citing others who are posting about the same topic.

Respect others

- Treat others as you would like to be treated. Keep in mind everyone is entitled to his or her own opinion and spirited debate can be a good thing. Always maintain a level of respect for others and their viewpoints. Resist the temptation to make fun of people even if it would get you a laugh or you feel they might deserve it.
- When disagreeing with others' opinions, be polite. CSPA is known for its friendliness and this should be reflected in our online efforts just as it is in our personal interactions. Remember that you are speaking on behalf of CSPA. Make sure your personal life is reserved for your personal accounts.

Keep Your Engagement Clean and Tasteful

- Do not approve posts that may be offensive, obscene, racist, sexist or sexually explicit language. This type of content will not be tolerated and will be removed, and access revoked. As an administrator of a site or page, it is your responsibility to ensure such content is removed immediately.

Adhere to Legal or Regulatory Requirements

- Never share proprietary or confidential information or comment on anything related to legal matters without the appropriate approval.

Admit Mistakes

- If you make a mistake, admit it. Be upfront and be quick with your correction. If you are making changes or correct an earlier post be clear that you have done so.

Create Some Excitement

- Your audience is inundated with information every day. Give them a reason to engage with you.

When in Doubt, Don't Post

- If you are concerned whether posting something is appropriate, go with your gut feeling and do not post the content. Take a minute to review these guidelines again and modify your approach accordingly. If you're still unsure, you might want to discuss your concerns with the school. Ultimately, what you publish is yours, as is the responsibility.

Comment Moderation

- Members will interact 24 hours a day, and often they expect a response – in some form. Comments could be positive, negative, neutral, self-serving, or wholly random in nature. For these reasons it is critical that you listen to discussions:
 - Encourage members to comment and interact with each other.
 - Comment and engage in conversation/answer questions in real time where possible.
 - Monitor conversation outside normal business hours.
 - Continually look for offensive comments/spam made by users and delete when appropriate.

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- Err on the side of “don’t delete.” You should not delete something simply because you disagree with it. Contact the school if you are unsure or need further guidance.
- Consider blocking/banning members who are abusive.

Personal Accounts

- If you maintain a personal, publicly visible social media account and publicly identify your primary representation in that account as an employee of CSPS you are encouraged to include language in your profile like the following: *“The thoughts expressed here are my own and do not reflect the views or opinions of CSPS”* or *“Thoughts are my own.”*
- In most cases, your affiliation with CSPS will be one of numerous forms of public identification in the account (e.g., most Facebook and LinkedIn profiles), so you will not need to consider including this language.
- If your privacy settings are such that only a close circle of connections can view your activity (e.g., a personal Facebook page with the privacy settings set to “friends only”) and/or the content you post is not publicly accessible, you do not need to include this language.

Communication Process

- In almost all cases, notifications will come via Compass and/or the school’s website first.
- Admins should make every effort to direct users to the CSPS primary communication channels for official updates.
- Please do not post time sensitive posts on any group before the school has made the announcement via Compass or the school’s website (or unless instructed to do so by the Principal Class).
- If, on any of the social media groups, a member expresses dissatisfaction with CSPS, notify the school as soon as possible and remove the post.

Media Enquiries

Any media inquiries received via social media or about what is posted should be referred to the school via email. In general, all media inquiries should be forwarded to cranbourne.south.ps@education.vic.gov.au.

Definitions

CSPS – Cranbourne South Primary School

PFA – Parents and Friends Association

Admin/s – Administrators

Members - fans/followers/friends/connections/users

Policy review

To ensure ongoing relevance and continuous improvement, these guidelines will be reviewed as needed.

Certification

As these are guidelines, certification by School Council is not required.