



School Facebook Use Policy

At Rapid Bay Primary School, we use a variety of mediums to communicate to parents and to share the learning with our school community. One of these mediums is the school Facebook page.

This page is 'open' for anybody to view, so a clear set of guidelines must be followed to ensure that the correct message is being communicated to the audience.

The Facebook page is monitored by:

- The Principal
- Rapid Bay Staff

All staff members who monitor the page must ensure that they have notifications turned on and comments are regularly filtered on the page. Any inappropriate comments are hidden from the general public as soon as possible.

Our core business is the education of our students. Any general posts about the operation of the school need to be cleared by the Principal e.g. carpark issues, uniform, lateness. NB: the school will support a Department for Education promotion even if it contradicts with our policy.

Posts on the school Facebook page are used:

- For the promotion and sharing of the high-quality education that occurs at our school
- For the promotion and sharing of school events
- For the promotion and sharing of school initiatives
- For the promotion and sharing of Community initiatives

It is not used:

- For the promotion of agencies outside of school
- For the promotion of personal gain

Parental consent is sought upon enrolment allowing permission for student images to be published on the School Facebook page. Students who do not have consent of a parent/guardian will not have their image published.