



RIVERTON PRIMARY SCHOOL

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Riverton Primary School Social Media Policy

This policy applies to all users of the Riverton Primary School Parents and Friends Facebook page, Skool Bag app and any other social media communications that the school establish. This policy covers the use of social media for official school purposes, including sites hosted and maintained on behalf of the school. Social media sites can be created only by or on behalf of the school, with the permission of the school principal.

All Staff who are members of Riverton Primary School pages and groups must abide by the DECD Social Media Policy which can be accessed via the DECD website.

Users participating in social media relating to Riverton Primary School are expected to demonstrate the same high standards of respectful behaviour as when using other media or giving public presentations on behalf of Riverton Primary School.

The Principal will keep DECD informed about any social media page and group according to DECD policy.

PURPOSE OF SOCIAL MEDIA SITES

The Riverton Primary School social media pages and groups will be used by as additional channels of communication with families and community members.

AIMS OF SETTING UP SOCIAL MEDIA SITES

- Fast and easy information sharing of notices, reminders, upcoming events and news.
- Save time and cost of publishing notes and reminders or sending SMS to parents and others.
- To easily identify who has seen the messages thus increasing the effectiveness of communication between school, families.
- Market the school.

ADMINISTRATORS OF SOCIAL MEDIA PAGES.

The principal (or delegated staff member) will be the administrator and moderator of any school social media pages or groups. The principal may approve parents as administrators to meet the needs of the school. If parents are approved as administrators, they must also abide by the DECD Social Media Policy which can be accessed via the DECD website.

Site Administrator and Moderator.

- Vet all external contributors.
- Approval responsibility for all posts.
- Monitor security.
- Write posts and send to principal for approval before they are posted.

PEOPLE WHO WILL BE PERMITTED TO GROUPS.

- Staff of Riverton Primary School.
- Members of the school community as relevant to a particular page or group, includes families and friends.
- People, who wish to be part of the group, will need to request access for an administrator to approve.

RULES OF PARTICIPATION

- Membership of groups will be limited to parents and friends of students enrolled at the school, community members, and other relevant persons that have been approved by the principal of the school.
- Members need to be approved before they can see group content or respond and it will take up to 10 days for their membership to be reviewed and or approved.
- Students or under-aged children will not be friended by the school in any facebook page or group.
- No public information that may identify a student or child will be posted.
- An approved DECD media consent form must be signed by the parent or guardian prior to publishing any work or images of any child.
- No children will be tagged in online photos, if this does happen the images will be removed by an administrator.
- Members of the group can post requests for information about events, news and promotion of school community events.
- Offensive or inappropriate comments will be removed as soon as possible to help our audience feel safe and build trust.
- It is acceptable to provide positive feedback about the school. It is not acceptable to use this forum to make complaints about the school, staff, students or events. Complaints should be made following the approved grievance and complaints procedures.
- Inappropriate or unlawful online content relating to the department or content published in breach of this policy will be reported to the Online Communication Services Unit or if necessary the police.

Policy ratified by staff	19.10.16
Endorsed by Governing Council	14 th Sept 2016
Reviewed	13 th Sept 2017
Review date	Term 3 2019