



# RIVERTON PRIMARY SCHOOL

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## Riverton Primary School Social Media Policy

This policy applies to all users of any Riverton Primary School Facebook page, and any other social media communications platform 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 department Social Media Policy which can be accessed via the department website.

All users of 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 the department informed about any social media page and group according to the department policy.

### PURPOSE OF SOCIAL MEDIA SITES

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

### AIMS OF USING SOCIAL MEDIA SITES

- Fast and easy information sharing of notices, reminders, upcoming events and news.
- To easily identify who has seen the messages thus increasing the effectiveness of communication between school, families.
- Promote 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 department Social Media Policy which can be accessed via the department website.

#### Site Administrator and Moderator Responsibilities.

- Vet all external contributors.
- Approval responsibility for all posts.
- Monitor security.
- Create relevant posts, with Site Leaders approval and post to site

## 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 community members.
- People, who wish to be part of the group, will need to request access for an administrator to approve.
- Refusal is decided by the site leader.

## RULES OF PARTICIPATION

- Membership of groups will be limited to parents and carers 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 may take up to 10 days for their membership to be reviewed and or approved.
- Students or children will not be friended by the school in any social media page or group.
- No public information including surnames that may identify a student or child will be posted.
- An approved department 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 groups 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 public social media forums 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 department legal services and / or the police.

Endorsed by staff	Term 3 2022
Endorsed by Governing Council	Term 2 2022
Review date	Term 3 2025