



# CROMER PUBLIC SCHOOL SOCIAL MEDIA POLICY

## Purpose

Social media can be a powerful tool to facilitate and enhance communication and learning, as well as build connected communities. We recognise the use and benefits of social media to provide an alternative communication source for parents of the Cromer Public School community. A Facebook page has been established to share with our community stories about student success. This page is linked with an Instagram account and a Twitter account, in hope to reach a wide and diverse range of members within our community.

Our mission is to create a source of information that updates our community on our success stories. **It is not a forum or an opportunity to discuss views or opinions.** Users of this site must not post or upload any content or links that are unlawful or prejudicial, or may defame, discriminate, offend, interfere with privacy or infringe copyright or other intellectual property rights.

@CromerPS will provide updates on school events, as well as share material that may enhance or support our students' education. We encourage our community to follow the page and engage in posts by liking them or writing comments of support.

Our Schoolzine app will be used to provide urgent updates, for example transport updates, CAPA or PSSA information. This information will **not** come via our Social Media Accounts.

## Cromer Public School official social media accounts

- The principal, the deputy and the business manager are account administrators of all of Cromer PS social media accounts. All social media accounts and posts will be the responsibility of the administrators.
- Monitoring of the accounts will be done by the account administrators.

## Risk Management

- When personal devices such as mobile phones or cameras are used to take photos of students for social media purposes, please delete said photos from the device within one week from the time of uploading. Photos of students are not to be stored on personal devices.
- For Facebook, we have set up a profanity filter, so any comments with contentious words should not appear on the page and will need to be approved by the administrator.
- Negative comments and harassment will be dealt with via the [Department of Education Policy](#).
- Extreme harassment or illegal behaviour will be reported immediately, We will [Contact the department's social media team](#) for guidance on how to report the behaviour and the [Office of the Children's e-Safety Commissioner](#) on: 1800 880 176.

# Department of Education Social Media Policies

[Social Media Toolkit](#)

[Social Media Policy](#)