



## Maribyrnong Primary School-Social Media Guidelines

### Purpose

This set of guidelines outlines Maribyrnong Primary School's approach to the use of social media, primarily Facebook, in alignment with the ACT Government's *Social media Guidelines for Official Use (Policy Number: 01/2024, Issued: February 2024)*. The primary goals are community building and effective communication.

### Objectives

- Celebrate student achievements, school-based achievements, academic achievements, and sporting achievements.
- Provide reminders and important information for families.
- Foster a sense of community among students, parents, and staff.

### Scope

This policy applies to all staff, students, and parents/carers of Maribyrnong Primary School.

### Details

#### 1. Community Building and Communication

- The school uses Facebook to build a strong school community and facilitate open communication.
- Posts will include celebrations of student achievements, school events, academic milestones, and sporting successes.
- Reminders and important announcements for families will be regularly posted.

#### 2. Content Guidelines

- Content will be positive, inclusive, and respectful, reflecting the values of Maribyrnong Primary School.
- The school will not use Facebook for self-promotion as a Category A School. Enrolments are limited to students from our Priority Enrolment Area (PEA).

#### 3. Privacy and Permissions

- Students may be featured in social media posts only if their parent or carer has provided explicit permission.
- Personal information of students and staff will not be shared without consent.



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## 4. Compliance with ACT Government Policy

- The school's use of social media will comply with the ACT Government's *Social Media Guidelines for Official Use (Policy Number: 01/2024, Issued: February 2024)*
- Staff responsible for managing the school's social media accounts will be trained on the relevant policies and guidelines.

## 5. Monitoring and Review

- The school will regularly monitor its social media presence to ensure compliance with the ACT Government Guidelines.
- These guidelines will be reviewed annually and updated as necessary to reflect changes in the *ACT Government's Social Media Guidelines for Official Use (Policy Number: 01/2024, Issued: February 2024)* or the school's needs.

## Responsibilities

- **Principal and Leadership Team:** Ensure compliance with these guidelines and the ACT Government's Social Media Guidelines for Official Use.
- **Social Media Coordinator:** Manage the school's social media accounts and ensure content aligns with this policy.
- **Parents/Carers:** Provide or withhold consent for their child's participation in social media posts.
- **Principal:** Any decisions to create social media accounts on any other platforms are at the discretion of the principal of Maribyrnong Primary School.

## References

ACT Government's *Social Media Guidelines for Official Use (Policy Number: 01/2024, Issued: February 2024)*

By following this policy, Maribyrnong Primary School aims to create a positive and engaging online presence that supports its community-building and communication goals.