



# St Francis Xavier Catholic School

## RUNAWAY BAY

### Social Media Guidelines

#### **Preamble**

The following are guidelines that we hope will assist all parents, staff and children to make choices when using social media that will have a positive outcome for all of our students and our school as a community.

Communication strategies in our contemporary society have changed dramatically over recent years. The introduction of Facebook, Twitter, Instagram and other social media as a tool for information sharing has the potential to build and strengthen our School Community. Whilst relatively simple in its delivery, it is important to remember that the content of public posts, whether posted on school-affiliated pages or personal pages/accounts, may have personal implications for members of our School Community and all posts reflect on our School Community as a whole. The following are guidelines for the use of social media for St Francis Xavier Primary School.

#### **GUIDELINES**

##### **Watch your photos**

The safety of our children is paramount. It is imperative that you don't post photos of other children in a St Francis Xavier uniform or at a St Francis Xavier School or Parish event. The school may elect to post photos of children without identity shown (faces) but this is under-controlled situations.

##### **Keep it friendly**

We welcome expressions of opinion but it is important your contributions add value to the Community and promote positivity. Don't post anything that may be considered inflammatory. We promote the purpose of social media as a medium to share and inspire, not to discourage. Be open-minded and remember that everyone will not necessarily agree with you.

##### **Keep it constructive**

Be aware of what/who/where/when you're posting. Do not post comments that you would not say directly to another person. Treat others as you would like them to treat you.

##### **Keep it relevant to the St Francis Xavier Primary School Community**

Don't post non-school related messages of any kind, including spam and marketing messaging, as well as content protected by copyright or trademark, on St Francis Xavier's Primary social media pages.

#### **BEFORE POSTING COMMENTS OR OTHER STATEMENTS ON EITHER THE SCHOOL FACEBOOK PAGE OR PERSONAL PAGES, REMEMBER:**

- **WATCH YOUR PHOTOS**
- **KEEP IT FRIENDLY**
- **KEEP IT CONSTRUCTIVE**
- **KEEP IT RELEVANT**

#### **Concerns or Queries**

Concerns or other queries should always be directed to the Principal.