Dear Gray St Community,

I’m pleased to announce that Gray St Primary School is trialling the use of Facebook until the end of Term 3.

We’re excited but also a little nervous. Excited because we are implementing some of the most powerful communication devices since the telephone and moving forward with the way we connect with our modern parents. Nervous because if we handle it incorrectly then it could turn into a negative space; setting a bad example for our children.

Facebook provides the opportunity to stay connected with our community and it offers real time information for busy parents.

We seek your support to make this a positive experience for all of our community. We will be implementing a number of controls typically used by other organisations to protect the content, staff and students. Even with controls, it relies on all those using the page to do so in a tone and spirit that helps us to build a strong and connected school community. We want to be good social media role models for our children.

For anyone wishing to use our Facebook page, the best way to receive updates is to press the ‘Thumbs Up’ or ‘Like’ button; or to comment on the content that is posted. This way, when we post updates, you’ll receive them in your page – easy. Updates will then occur and you can set your mobile devices to alert you when new ones come in. Fantastic, how easy is that? We are very excited by the possibilities that exist for our community by having a contemporary, online approach to communication.

It is very important that you read our Facebook Code of Conduct on the opposite page. We trust that when you access our page that you are, in fact, agreeing to abide by our conditions.

Our Facebook trial will run until the end of Term 3 and we look forward to your contribution and feedback. If it is successful, we would look to continue expanding the concept. We would love you to refer this onto your friends who are parents at the school in case they do not receive this notice. The more the merrier.

Our protocol is that you use your real name so we know who you are in case any issues arise. Security has been set to the highest level. Students of the school should not access via their account, as they are underage. Parents and students are encouraged, however, to share the content via the parent account so you are modelling safe and happy online behaviour together as a family.

Please read the terms and conditions carefully (overleaf) so we can make it a success together. A set of instructions is included below to help you find the right sites. You will only need to do this the first time you access.

GRAY ST ONLINE ACCESS – HOW TO JOIN US ON FACEBOOK:

1. Open a Facebook account (most will already have one from www.facebook.com)
2. Log into your own Facebook account (using your real name)
3. Log onto the site: https://www.facebook.com/?sk=welcometopages/Hamilton-Gray-St-Primary-School/455466437861566 or search for Hamilton Gray St Primary School
4. Click ‘Like’ or make a Comment and you are up and running
Facebook Code of Conduct – Question and Answer

What is the School’s intention for Facebook?
Our intention is to grow our school community’s understanding of social media and for them to make healthy connections to our school. Our Facebook account allows us to keep up-to-date with activities, events and announcements. We ask our community to accentuate the positives and bring to everyone’s attention the little things that make our school great.

Why should I use my real name when ‘friending’ on Facebook?
We need to know who you are. We need to know you are legitimately a member of our school community. All users interacting with the Gray St PS Facebook page, by either liking or commenting on posts should do so using accounts that clearly identify them by their real name. This way, if there is an issue, we can follow it up promptly.

What happens if someone uses nicknames instead of real names?
Even if the message was positive, the person using nicknames will be banned from the site because we do not know who they are and it breaches the terms and conditions outlined above – please use your real name only for both sites.

Can I use teacher’s names when commenting?
It is not appropriate to directly use teachers or parent’s names in your comments when framed in any way that is critical or negative. These issues have another private forum (phone or face-to-face) which is more appropriate. Positive comments are always welcomed as long as they are used respectfully. It is not appropriate to ever use student’s full (last) name.

Can I raise issues on the sites?
Gray St Primary School accepts the fact that we occasionally need to be alerted to issues (via telephone or direct contact) but the purpose of Facebook is to inform and celebrate. Issues involving any of the students or staff must not be raised on the Facebook page.

When items are posted we are happy to see people support the issue via a Facebook comment or a ‘like’ related to the thread. For instance, if we had a photo and post about the school sports and you were to comment, it should be a positive comment on that topic – not a comment on an unrelated topic (like ‘nice sports but I hate the school fence’).

We will not support interactions that incite or fuel negative sentiments. We also ask that you do not use the names of our teaching and administration staff, students or any other member of the community in any issues based postings.

Is it ever possible to use names in ‘Comments’?
Yes, under certain circumstances. You can use names in posts when you wish to acknowledge someone’s great work or community contribution (e.g. “Billy, the School Council President, did a great job hosting the Trivia night”). We want our Facebook page to be used to build spirit; patting someone on the back publicly goes a long way to building the school we all want. Never use a student’s full (last) name under any circumstances.

How do I interact with the Facebook Page?
Initially, users will be able to comment on the school’s postings and on comments by other users. Users will also be able to ‘like’ a post or comment by clicking on the ‘like’ button. Users will be able to author a posting of their own but not load media such as video or photos. User rights will be reviewed over time and assessments made on access.

Can I add my child or other underage Facebook users?
No. Gray St Primary School does not endorse children under the 13 year old threshold imposed by Facebook create their own Facebook account. We encourage children (under parental supervision using the parent account) to view our school’s Facebook page and contribute to content together. We believe our community’s conduct on our Facebook page will serve as a role model for our students as to how to behave in social media spaces. This is the best way to achieve that – together.

Can my child or I ‘Friend’ teachers on Facebook?
No. Our teachers operate under a code of conduct that states that they are to maintain a professional relationship with students and parents and refrain from social interaction. Please do not seek to Facebook friend our teachers.

Is there any Moderation and or Blocklisting?
Gray St Primary School reserves the right to set the strength level of Facebook profanity filter and to add additional words and names to the page’s blocklist. We reserve the right to remove users or to take down the entire site at any time.

Will my children’s photos be published online?
The same rules for our web page apply for Facebook. All parents have already indicated their preferences for web publishing and we will apply those rules.

What actions result from any breaches of the Code of Conduct?
Gray St Primary School reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct. We can also remove comments that break the spirit of this agreement and follow up with phone calls.