



THE LAKES SOUTH MORANG COLLEGE FACEBOOK EDITORIAL GUIDELINES AND POLICY

Rationale:

- The Lakes South Morang College administers an online discussion space through the social media platform of Facebook, where members of the School community are invited to positively engage, contribute ideas and participate, by sharing a diverse range of perspectives and experiences. The Facebook editorial guidelines support The Lakes South Morang College Social Media Policy and shared agreements.

Aim:

- As the administrator, the School has a responsibility to ensure the integrity, amenity and safety of this discussion space, and to ensure that it serves the best interests of the school community.
- We expect all online users to treat each other with respect and courtesy. Our approach should be consistent across the online platform, taking into account different audiences and topics.

Implementation:

Overview

- These guidelines apply to the moderation of User Generated Content (UGC) appearing on The Lakes South Morang College Facebook page.
- UGC includes text (comments, posts), photos, images, video and audio submitted for publication on The Lakes South Morang College Facebook page.

Moderation

- Moderation is the review of UGC and the decision to publish, edit or delete the content or at times to engage with the online community.
- Moderation is the school's main means of managing the risk of inappropriate UGC being published by users. This risk varies according to a number of factors such as legal risks – including defamation, racial vilification, contempt of court or breach of copyright – or breach of other policy. Risks include publishing material likely to cause harm or offence or material that could be perceived as advertising or commercial promotion.
- Moderators of online discussion spaces on social media platforms also need to consider the potential risk of inappropriate content to the reputation of the School.

Accuracy & Offensive Posts

- Where satisfied that it is appropriate to do so, the School may decline to publish, or may edit, remove, correct or clarify content generated by users that contains a significant material error or is otherwise false, misleading or harmful as per the Social Media policy.
- UGC will not be published if the School considers it to be abusive, offensive, bullying or violating laws such as defamation, harassment, discrimination or racial vilification. Such posts will be deleted immediately from the site.

Copyright & Commercial References

- Moderators will delete or not publish a contribution they reasonably believe to be an infringement of copyright.
- References to commercial brands in contributions may be acceptable if they are justified, or contextually relevant. An acceptable commercial reference may include providing users with useful information in event diaries. UGC including login or user names that promote a particular

brand, product or service will be deleted if the College determines the UGC is part of a marketing campaign.

Contributions

- Anything deemed by The Lakes South Morang College to be critical or negative will be removed.
- User generated messages are expected to add value to, or advance, the topic of conversation at hand. Moderators should be wary of exchanges between individuals which may descend into personal 'slanging matches', with each participant seeking the last word. Off-topic contributions or comments will be deleted.
- Staff may participate on The Lakes South Morang College social media sites as private users but they should observe any current school or DET guidelines regarding staff use of social media.
- Any threats of violence, self-harm or harm to other people or property or other security issues must be referred to the Principal. In the event that a threat appears to be insincere or a hoax, the matter must be referred as if it were genuine.

Evaluation:

- The Facebook Editorial Guidelines and Policy will be reviewed annually with the Social Media Policy and Shared Agreement.

This Policy was endorsed by School Council 19/06/18.

The Lakes South Morang College Child Safety Statement:

To thrive, children need a safe and supportive environment at school, at home and in the broader community; no exceptions. At The Lakes South Morang College, we believe meeting the physical and emotional needs of our students is paramount in laying the foundations for a fulfilling future. We pledge to provide an environment that has zero tolerance to child abuse and will strive to work in partnership with our parents and community members to keep our students safe every day, in every way.