



## **Elwood Primary School No 3942**

Scott Street Elwood 3184

Telephone 9531 2762 Fax 9531 5497

**Elwood Community Market Facebook Page**

### **PURPOSE:**

1. To provide up to date information about the markets at Elwood Primary School to the broader community.
2. To promote the market to new visitors in and around the Elwood community.
3. To maintain and support a community feeling by sharing positive stories and images about the market and engage people about past and future activities at the market.

### **BACKGROUND**

1. This policy focuses on Facebook because it is a popular social medium that many are familiar with.
2. This is likely to make the burden of administering the website less when compared to other social media.
3. If there is a need to use other social media platforms this policy should be revised where required.

### **GUIDELINES**

#### **A. Content**

- Be relevant to the specific social media channels and respect the views and feelings of the target community.
- Be respectful of all individuals, stallholders, parents and students and EPS and not engage in conduct that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, in breach of a Court Order, or otherwise unlawful.
- Be accurate and not misleading.
- Ensure all information posted or comments made on government policy is appropriate, remains politically neutral and does not breach any confidentiality guidelines.
- Respect copyright laws and attribute work to the original source wherever possible.
- Protect personal details.

Any content not meeting the guidelines will be promptly removed when administrators are alerted.

#### **B. Responsibility:**

The market committee will appoint members responsible for updating content and ensuring that the guidelines are followed.

#### **C. Images / Video:**

Images and/or video uploaded to social media should be consistent with the content guidelines, and:

- Before posting images / video of people with recognizable faces, the administrators should have consent from the relevant depicted people except where impractical (e.g. large group or crowd scenes).
- Images / video from public spaces with non-recognizable faces can be posted without consent.

D. User interaction / privacy settings:

To avoid possible negative social media consequences (such as negative posts on images or content) and to reduce the administrative burden, the privacy settings will be set so that;

- Post / upload will be reviewed and posted on discretion of the administrators.
- Commenting and tagging will be disabled.

E. Contest / quiz / poll etc.:

Tools like contests, quizzes, polls etc. may be used to create and support community engagement.

F. Sponsoring and stallholder marketing

The platform can be used to promote “sponsors” and stallholders as in accordance with our Advertising and Sponsoring Policy.

G. Revision of policy:

This social media policy should be reviewed initially after a three and six months period and thereafter yearly or whenever issues arise / new social media channels are relevant / in use.

**RESOURCES**

- EPS Advertising Policy
- EPS Sponsoring Policy
- EPS ICT Policy
- Facebook Terms and Conditions

**Policy History**

Version Approval Date:	Summary of changes:	Next Review:
May 2015	Policy development	As needed
February 2016	Policy review	As needed

