

16th October 2024

Facebook Code of Conduct and Permission to Use Photos

Dear Parents and Carers,

We are pleased to announce the launch of our school Facebook page! This page has a very different purpose to the Friends of Dunbury Academy page (FODA) which is useful for existing parent networks. We hope you will like and follow our page, enjoy seeing extra pictures of what the children have been up to and interact positively to promote our lovely school to the wider public! **Please read the following very carefully:**

Our Facebook Page Intent

Our intent is to make it more convenient for our school and community to connect. We wish our content to be more accessible and to also tap into the knowledge and support base of our parent community. Our school's Facebook page allows our community to keep up to date with activities and general news. Our Facebook page will be a place where we build our community by building school spirit based on our whole school values of **trust, respect, courage and friendship**. We ask that our community accentuate the positives and bring to everyone's attention the little things that make our school community great.

Our Code of Conduct

Using real names

- All users interacting with the Dunbury CE Academy Facebook page, by either liking or commenting on posts must do so using a Facebook account that clearly identifies them by their real name.
- We expect our community to be mindful that some things are best dealt with privately, particularly centred around school improvements (infrastructure or processes).
- Issues involving any of the students or staff must **not** be raised in the Facebook page. We will not support interactions that incite or fuel negative sentiments.

When can I use names in posts?

You can use names in posts when you wish to acknowledge someone's great work or community contribution. We wish 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.

How to interact with the Facebook page

An admin will approve comments. 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 not be able to author a posting of their own or load media such as video or photos. User rights will be reviewed over time.

Underage Facebook users Dunbury Academy does not endorse children under the 13-year-old threshold imposed by Facebook to interact with the page. We expect our adult community's conduct on our Facebook page to serve as role modelling for younger users as to how to behave in social media spaces.

Additional protocol 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 media interaction. Actions resulting from any breaches of the Code of Conduct, Dunbury Academy reserves the right to ban any user from interacting with its Facebook page for breaches of the Code of Conduct.

The law and Facebook's terms

Dunbury Academy Facebook page operates under the Commonwealth Telecommunications Act and Facebook's Terms.

Many thanks for reading this code of conduct. We hope you enjoy our page!

Yours sincerely,



Mrs Emma Richardson
Headteacher

Important: Please either click your consent in Arbor or complete this form and send to the school office.

Please note:

- Pictures containing your child's face, either from front or side view, will not be posted without permission.
- We may use photos of the backs of children's heads – in these instances we will not need permission as your child is not identifiable.

Child's name _____ **Class** _____

Delete as appropriate:

- I have read and understood the Code of Conduct related to interacting with the school Facebook page
- I consent to my child's photograph being used on the school Facebook page
- I **do not** consent to my child's photograph being used on the school Facebook page

Signed _____ (Parent / Guardian)