



Lane Cove West Public School P&C Association

Social Media Policy

Document History

Adopted	Version	Author
2 November 2016	1.0	Child Safeguard and Stuart Turner
March 2024	2.0	NSW Department of Education and Kelly Ashford

Review date: xx March 2026

Policy

The Lane Cove West Public School Parents & Citizens Association (the P&C) is committed to providing a safe and healthy environment for all members of the school community. This includes ensuring effective and appropriate communications through all channels including social media.

Policy Objectives

The P&C intend to utilise several communication channels, including social media, to promote the work of the P&C Association, the school and to engage the community.

Responsibilities

The P&C President (or their delegate) is responsible for the administration and moderating of all P&C social media.

Social media is defined as a group of online applications such as social networking sites, chat groups, wikis, blogs, microblogs, video and audio sharing sites, and message boards that allow people to easily publish, share and discuss content.

The purpose of social media is to facilitate conversations in a dialogue, an opportunity to promote, listen, share, collaborate and respond to our colleagues and community.

In using any social media associated with P&C and the school, all community members agree to follow the Lane Cove West Public School P&C policies including the Code of Conduct.

All community members posting or reacting to content on Lane Cove West Public School social media channels should:

- Be mindful that their role may create a connection between what they say online and the P&C Association, the School or Department of Education (DoE).
- State whether they are representing the P&C or their individual views.
- Identify their position on the P&C when discussing P&C related topics or issues.
- Represent the P&C well and be sure that the content published is consistent with expected professional standards.
- Never make negative comments about people or children.
- Be mindful that inappropriate social media posts may have negative consequences.
- Be polite and considerate in all social media activities.
- Respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
- Report posts that are negative or bring disrepute to school staff, students, community members or the DoE to the P&C immediately for moderator removal. Persons responsible will be held accountable.
- Seek to remove/block a party that continues to post negative comments on P&C social media accounts and we reserve the rights to remove comments or participants that do not adhere to the rules of engagement. Examples include;
 - Comments deemed racist, sexist, abusive, profane, threatening and obscene.
 - Comments or topics raised that are irrelevant to the school community or wildly off topic.
 - Making personal attacks on students, teachers, staff, guests or community members.
- Not promote businesses or business initiatives on the P&C social media site as it may infer endorsement, except when giving a business or individual a 'shoutout' on social media – which is a public thank you and recognition. The contributor can be tagged [@name] in a post, to acknowledge their gift, donation or sponsorship.
- Not post pictures, video and/or any identifying information about students or staff attending Lane Cove West Public School.
- Not disclose confidential information about any member of the school community. Any identifiable information can be deemed a breach of Privacy.
- Not disclose school related issues on social media, especially relating to any student, their family or staff member.

LCWPS WhatsApp Community

The P&C and class parents will use this channel to provide information to the parent and carer community throughout the year. The WhatsApp Community is designed for school-based communication only e.g. upcoming school events and reminders. The 'Responsibilities' noted in this Policy above apply to this community and concerns related to students, families, staff or community members should be raised with the school directly.

Exception Cases and Review

In the event that this policy is not believed to adequately cater for a certain situation, exceptions to this policy can be sought. The Principal will liaise with the P&C Executive to seek approval or raise at an ordinary general P&C meeting.

Lane Cove West Public School P&C Association adopted this social media policy at a P&C General Meeting of the members on the xxx day of MMM, 2023.

Signed President: _____ NAME: _____

Witnessed Principal: _____ NAME: _____

Acknowledgement to the © March 2011 NSW Department of Education and Training 'Social Media Policy'