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POLICY NO: RPC004

POLICY: Social, Online and Print Media Policy

ORIGINAL POLICY: May 2021

LAST REVIEW DATE: May 2021

REVIEW DATE: May 2022

1. INTRODUCTION AND PURPOSE

This document sets out the Rosalie P&C policy and guidelines on the use of social, online and print media.

The policy is designed to provide a clear framework to work within when using social, online or print media to communicate on behalf of the Rosalie P&C.

2. MEDIA PURPOSE

To promote and facilitate P&C events and activities via the P&C social, online and print media accounts. Creating a dialogue and sharing of information in line with the Rosalie P&C Constitution and Vision, Rosalie School Board objectives and School Values.

3. TYPES OF MEDIA

This policy covers:

All Rosalie P&C Social and Online Media including -

- P&C Facebook page
- P&C Instagram account
- P&C websites
- P&C media pages created for specific events
- P&C Newsletter

All Print Media developed for the P&C including;

- P&C flyers, posters, billboards.

4. CONTENT

4.1 Content guidelines

Rosalie P&C communicates, via social, online and print media, about:

- Rosalie P&C events
- Rosalie P&C supported activities or initiatives
- To acknowledge and thank a local sponsor for its donations to a Rosalie P&C event, activity, or initiative.

Note: P&C "supported activities or initiatives" includes activities or initiatives that the P&C is either funding or, if not funding, has agreed to promote at a general meeting or communications team meeting (with at least 1 executive committee member approving content).

eg publishing special healthy recipes on the P&C facebook page for interest

All content for Rosalie P&C must be aligned with the content guidelines above.

Social media publications must meet the Social Media Code of Conduct Rules below.

Print and online media publications:

- must be professional, not personal
- must not comment personally on any individual or group
- must not be defamatory, derogatory, obscene, abusive or rude
- must have any advertisements approved by the administrators
- must not include information relating to the financial position, direction or account details of the P&C
- must not include personal information related to specific individuals of the P&C, that the individual does not agree to be released
- must ensure that permission has been granted in writing by the subject/s, or their parent/carer, of any content before it is published.

4.2 Content permissions

Express permission from content owners must be sought and granted before content (intellectual property, music, TV or film footage) can be used in Rosalie P&C social, online or print media.

Written permission must be sought and granted to the P&C before any identifying information or photos of students, school staff, Rosalie families, parents or carers can be uploaded to the accounts. The P&C must keep a record of the written permission (eg an email from a parent confirming permission).

4.3 Content approval

The Rosalie P&C communications team are responsible for the administration of the Rosalie P&C social, online and print media.

All media (social, online and print) must be submitted to the P&C communications team for approval. The communication team members are required to review content/media against the policy and guidelines.

All media content requests must be submitted for approval either by:

- email (to: comms@rosaliepc.com.au or
- the relevant social media administration / messaging system.

The P&C communications coordinators will use their discretion to ensure all media meets the guidelines outlined in this document. Where they are unsure about whether the content meets the guidelines, they will seek guidance from the P&C executive committee.

The Rosalie P&C does not use any media channels for advertising businesses. Any special requests for advertisement on P&C social media accounts may be brought to the P&C executive for consideration.

Where content does not fit within the social media guidelines and codes of conduct, feedback will be provided to those that have submitted the request outlining the reasons why the information cannot be shared and any changes that are required.

5. ADMINISTRATORS - ROSALIE P&C COMMUNICATIONS TEAM

5.1 GENERAL

The administrator/s of all P&C media are the Rosalie P&C Communications Team, led by the Rosalie P&C Communications Coordinator. This team is to have no more than three (3) members, including one P&C executive committee member, who are to be appointed at a General Meeting of the Rosalie P&C. If there are several candidates requesting the role of administrator, a vote shall be held to decide. The Rosalie P&C Communications team is required to uphold this policy and be the only administrators of any social media accounts run by the P&C.

5.2 SPECIAL PROJECTS

The P&C Communications Team may seek to appoint an additional team member (1) to manage special projects, eg. school fete. The Team should bring the proposal to the General Meeting for discussion and approval. Any additional team member is required to uphold this policy.

6. SOCIAL MEDIA

6.1 CODE OF CONDUCT RULES

Anyone publishing material on a P&C social media platform must adhere to the following Code of Conduct Rules:

- Comments, posts and responses must align to the content guidelines above.
- Discussion must remain professional and personal topics are not to be discussed.
- As social media pages are public spaces, comments relating personally to any individual or group are not to be discussed.
- Defamatory or derogatory comments are not permitted.

- Swearing, obscene and abusive language is not permitted.
- Rude or obscene photographs, or links to photographs, are not to be posted on the page.
- All advertisements posted on the page must be approved by the administrators.
- Derogatory, defamatory, confrontational or incorrect information relating to a P&C committee's employee or administrative position should not be discussed on the page.
- Information relating to the financial position, direction or account details of the P&C should not be discussed on the page as it is in the public arena.
- Personal information related to specific individuals of the P&C, that the individual does not agree to be released, should not be discussed.
- Permission must be granted in writing by the subject/s, or their parent/carer, of any content before it is posted.

The Code of Conduct Rules are also to be copied and pasted onto the social media administrators' pages, so they are clear for everyone.

6.2 ADMINISTRATION OF P&C SOCIAL MEDIA ACCOUNTS

The establishment of a dummy profile using the P&C's generic email address is recommended for establishing the account. Individual members can then be authorised as 'administrators' of the account. Only the 3 Communications Team members can be administrators of social media accounts.

An administrator's responsibilities include:

- Approval of all social media content
- Posting information, news, questions and other material to the account with approval from the President in circumstances where it is needed
- Responding to queries raised through the account or referring these to a relevant person for response
- Deletion of comments that breach the Code of Conduct Rules
- Removal and/or banning of any user who breaches the Code of Conduct Rules continuously
- Reporting back at General Meetings any enquiries, queries or matters raised on the page.

7. REVIEW

This policy will be reviewed every year to reflect guidance from the WACSSO Handbook (published yearly in March) and the Rosalie PS communications policy.

Rosalie Primary School P&C Association has adopted this social media policy at a general meeting of members on the _____ day of _____ 2021.