



MANAGING PARENT- ADMINISTERED FACEBOOK GROUPS

Social media is an excellent platform for parents and caregivers to share and keep up to date with news, activities and events happening at our school. St Helena's Catholic Primary School has an official Facebook page to share school community events and stories.

Some parents/caregivers have created Facebook pages for smaller discussion groups which include parent/caregivers of students in the same class, year level or even entire school. They can be a positive way to socialise with other parents/caregivers. However, in some instances content may be posted which is potentially harmful to the reputation and wellbeing of the school or a staff member mentioned.

Parents/Caregivers are asked to follow these tips and strategies when creating and administering these pages and groups.

WHAT TO NAME THE GROUP

When it comes to naming your group, it is best to stay away from exclusively using the school's name, as this may cause confusion within the school community. You should also make the purpose of the group clean, whether it is a group for parents and caregivers of students, past students, or a grade specific group. For example, 'Year 4 Koalas Parents and Caregivers'. It is also important to avoid using the school logo as the profile picture for the group.

WHO ARE THE ADMINISTRATORS

When creating a group you will be the administrator. As your group grows, your page may require more attention, and you may decide to add more administrators. Once you make a group member an administrator, they will be able to add or remove group members or other administrators and edit the group description and settings. You should only add a member as an administrator if you know and trust them.

TELL YOUR SCHOOL

It is best that you talk to your school and let them know that you are creating a Facebook page for the community. A short statement should also be posted that indicates the page is not an official school communication channel and does not represent the school, and that any statements and opinions made on the page are not made on behalf of the school.

BE VIGILANT AND MONITOR YOUR PAGE

If you encounter negative, derogatory or inappropriate content posted on your page, take the following steps to help resolve the issue quickly and efficiently.

- Refrain from responding.
- Take a screen shot or print a copy of the concerning content.
- Block the offending user from the group.
- Report the content to Facebook.
- Delete the concerning content from the page.
- Consider informing the school principal.

KEEP THE PAGE POSITIVE

Before you post something online, ask yourself if the community or school really need to know this. Is it relevant? Helpful? Positive? Remember the aim of a parent-run Facebook group is to connect people and share school news and upcoming event information. Be a good role model online.

AVOID NAMING STAFF AND STUDENTS

It is important to consider the privacy of school staff and students. Some people may not wish to have the whereabouts of themselves or their children visible online. By naming staff and students, you could reveal this information to the public, and may place their safety at risk.

WHAT PHOTOS ARE APPROPRIATE

When you're posting images on the page, it is important to consider who might be in the background, and how the photo portrays the school. You might be happy uploading and sharing a photo of your child, but if the photo contains other children it is important to check with their parent or caregiver before uploading the photo. The same goes for tagging and naming people in photographs, comments and status updates.

RAISING CONCERNS ON FACEBOOK

The appropriate way to raise concerns you may have about the school or its staff is to discuss it directly with the school's principal. Raising concerns on social media goes against our school Code of Conduct.

CONSIDER POTENTIAL CONSEQUENCES

Be mindful of the potential harm you may cause to the reputation and personal wellbeing of school staff members or other people mentioned on the page. Inappropriate online content may constitute a criminal offence and become a police matter.

FACEBOOK COMMUNITY STANDARDS

There are standards associated with having a group on Facebook, and it is important to ensure that all administrators have read and understood Facebook's terms of service. If something is posted on your group and it is reported as breaching Facebook's community standards, the post or image may be removed or worst case the group could be disabled.

<https://www.facebook.com/legal/terms>

<https://facebook.com/communitystandards>

RELATED DOCUMENTS

CEWA Parent and Carer Code of Conduct

St Helena's Catholic Primary School Code of Conduct

St Helena's Catholic Primary School Communication Guidelines

SOURCE OF AUTHORITY	
<i>CECWA Policy</i>	<i>Community</i>
<i>Executive Directive</i>	<i>Code of Conduct</i>
<i>Originally Released</i>	<i>2025</i>
<i>Last Review</i>	<i>2026</i>
<i>Next Review</i>	<i>2027</i>