



Wembley
Primary School

COMMUNICATIONS POLICY

RATIONALE

At Wembley Primary School, we are committed to providing a safe, inclusive and supportive environment which promotes open communication, fairness and positive relationships where all members are respected and valued. We believe that the relationship between home and school is a very important partnership in ensuring a child's wellbeing. As a school community, we are committed to working together to meet the various needs of our school community. Central to achieving this is trust and effective communication between all members of the school community.

It is essential that Wembley Primary School communicates information in a timely manner to all stakeholders in accordance with established protocols, to protect the rights of individuals, to uphold our duty of care to students and to comply with departmental and legal requirements.

PURPOSE

To ensure that all students and members of the Wembley Primary School community understand:

- that the communication of information at Wembley Primary School is carried out correctly and in a manner that complies with school, departmental and legal requirements.
- the methods of communication used and the purpose
- our commitment to providing a means to connect and communicate with the Wembley Primary School Community, in order to provide up to date information about current and upcoming events, share stories, news and achievements with our school community and to engage with community members, prospective parents and other stakeholders.
- our guiding principles as to how members of the Wembley Community are to conduct themselves when engaging with Wembley's communication platforms
- cultivate an environment wherein the use of communication and social media contributes to the overall welfare and productivity of Wembley Primary School
- the responsibilities of partaking in communication platforms
- our school's policies and procedures for responding to inappropriate behaviour on communication platforms

SCOPE

This policy applies to all individuals who are directly affiliated with Wembley Primary School (Wembley Community). This includes:

- All school staff members
- All students
- School Council and Subcommittee groups
- Family members / guardians of Wembley students
- Consultants
- Contractors
- Pre-service Students, Visiting Teachers, CRT's
- Volunteers

GUIDELINES FOR IMPLEMENTATION:

It is important that all communication by all parties is respectful and courteous.

It is the parent's/guardian's responsibility to ensure that their current email is up to date so that communication is ongoing and available to use as required.

The main source of school community information is the fortnightly electronic newsletter, which acts as an integral tool for communicating the school events and procedures to the school community. It is the responsibility of parents and carers to read the newsletter to stay abreast of the current happenings at the school.

The school will use social media platforms to share information in an instantaneous and visual format. It is important to be aware of the code of conduct relating to the use of social media platforms, which is recorded below.

In order to enable effective communication, the use of the following communication avenues will be used to communicate effectively with the school community;

Communication Avenue	Purpose
Newsletter fortnightly	A communication method for our community, available once a fortnight, published on even weeks on our school website and on the Sentral Parent Portal
Wembley Website	To provide information about our school, our school programs and policies. For community use and all viewers
Telephone	A tool to communicate personal concerns and issues that cannot be discussed via email. Telephone communication is also useful for queries, urgent messages that need to be relayed to students and teachers, and student absences.
Wembley Email	A form of communication from all Wembley stakeholders, wider community and DET, in a recorded format.
Sentral Parent Portal	Formal communication method for parents Access to assessment & reporting for parents Booking method for Parent Teacher Student conferences Access to attendance data Email notifications method - as needed
Sentral Staff Portal	Sentral portal for staff Confidential student details and welfare for staff Attendance and wellbeing Assessment & reporting information
Wembley Facebook Page	Media platform for sharing and communicating information, through instantaneous posts (optional for users)
Wembley Instagram Page	Media platform for sharing information- accessible visual format (optional for users)
Wembley Parent Community Group Facebook Page	A Facebook page for information regarding Wembley Community events and fundraising events (optional for users)
Wembley Google Classroom	A tool to assist with embedding ICT into our curriculum for the Wembley

	Community
School Assembly Monday morning and Friday afternoon	A whole school assembly to unite and connect as a school. To recognise and share achievements, information and promotion of events with students, teachers and parents. Presented by leadership staff and school captains

COMMUNICATION VIA SOCIAL MEDIA

Wembley Primary school recognises that social media can be used effectively as a communication tool. In order to be used in a safe and responsible manner, the following measures should be implemented. This information applies to the use of social media as a form of communication.

DEFINITIONS OF SOCIAL MEDIA

For the purpose of this policy, “social media” is defined as internet based tools for sharing information among people. It refers to user-generated information and other content shared over open digital networks.

Social media may include (although is not limited to):

- Social networking sites (e.g. Facebook, Instagram)
- Video and photo sharing websites
- Social media may also include all other emerging electronic/digital communication applications.

GUIDELINES FOR SOCIAL MEDIA USE

Wembley Primary School acknowledges and recognises the emergence and influence of social media as a form of communication, as well as the rights of individuals to actively participate in the undertaking of such activities.

Wembley Primary School encourages our community/parents to set and maintain high ethical standards in their use of social networking. We ask that you be respectful of the opinions of others. Your posts and comments (on permitted posts) should help build and support our positive school community and uphold the high standard of our school’s public image.

Social Media, if not used appropriately, may present risks to users’ safety or wellbeing. We are committed to educating our community to be safe, responsible and discerning in the use of social media, through the following guidelines.

By following the Wembley Primary School Social Media platforms (Facebook and Instagram) you agree to abide by the Wembley Primary School Social guidelinest:

- Only admin managers are permitted to introduce the use of new social media sites on behalf of Wembley Primary School
- All affiliated social media accounts that are connected to Wembley Primary, will abide by this policy
- Only the Wembley Primary School social media page admin managers can make posts to the pages
- Information/content that staff or community members would like shared on social media, must be submitted to the admin managers and comply with confidentiality guidelines and Department of Education & Training (DET) guides

- Proper resource citations and copyright laws must be upheld
- Media permissions (relating to the use of children's images, school work and first names) will be gained on enrolment (and updated when required). By signing student media permissions forms, parents grant permission for their child/ren's work, image and first name to be used on social media. WPS is not required to gain additional permission for this use, or each time your child's work, image is featured on social media.
- Names of adults in posts and the first name of children may be used to acknowledge someone's great work or contribution
- Facebook and Instagram users are able to 'Like' our page to view posts
- Users are not able to author a post of their own on our social media pages
- Wembley Primary School does not endorse children under the threshold age of 13 creating their own Facebook or Instagram accounts. The school encourages parents to share our page with their children through their accounts and use this to model appropriate communication through social media.
- When comments are not permitted or enabled on the school's posts, users may connect regarding a post by contacting the author of the post, and as such, details will be provided.

Where comments are permitted on posts:

- They will be moderated by admin managers
- The school encourages users to provide positive and constructive comments. Concerns can be addressed by contacting the school directly. This will ensure they are dealt with in a timely and appropriate manner. Please contact the school email Wembley.ps@education.vic.gov.au
- Wembley Primary School encourages parents to set and maintain high ethical standards in their use of social networking. Staff, parents, and students reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Posts and comments should help build and support the School Community
- Online comments are NOT private. Information, internal school discussions, or specific information about students, staff or other parents should not be shared. When interacting, even on the strictest settings, parents should act on the assumption that all postings are in the public domain
- When responses are permitted, Wembley Primary School parents are personally responsible for the content that they post, share and respond to online. When posting online, all information is considered representative of your views and opinions and NOT those of Wembley Primary School
- Wembley Primary School reserves the right to withhold any content it deems to be in breach of the Wembley Primary School communication policy. This includes discriminatory, illegal, obscene or misleading/fraudulent comments, spam or any content which may break intellectual property laws
- Users are not permitted to load media such as videos or photos as comments

Failure to comply with the Wembley Primary School Social Media Code of Conduct may lead to an account being blocked from the Wembley Primary School Social Media pages

FURTHER INFORMATION AND RESOURCES

See links below for further information on DET website:

- [Acceptable Use Agreement for Primary Schools - Template](#)

- [Further information - Consent, Acceptable Use Agreements and Online Services](#)
- [Code of Conduct Victorian Public Sector](#)

References:

www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx

www.education.vic.gov.au/education/principals/spag/management/Pages/personaldev.aspx

REVIEW CYCLE

This policy was developed in this format in August 2020, and will be reviewed as part of the school's three-yearly review cycle or if guidelines change.