



Kewdale Primary School Social Media Guidelines

Student Privacy & Consent

- Parent/carer permission to be obtained before photos or videos of Kewdale Primary School students are shared.
- Avoid identifying students by full name or sharing personal details unless explicit consent has been provided.
- All content should be considered public and permanent.

Protecting Students Online

- Content must be appropriate, respectful and aligned with educational values.
- Inappropriate comments or interactions should be removed and addressed promptly.

Appropriate Use & Professional Conduct

- Staff must maintain professional boundaries online.
- Communication should reflect respect, integrity, professionalism and care.

Community Engagement & Behaviour

- Users must be respectful and not share offensive or confidential information.
- The school reserves the right to remove inappropriate comments.

Content Responsibility & Accuracy

- All posts must be accurate, appropriate and aligned with school values.
- Only authorised staff should publish content.

Purpose of Social Media

- Engage with the community
- Share achievements and initiatives
- Promote school activities

Risk Awareness

- Staff should understand risks associated with social media use.
- Breaches may result in disciplinary action.

Kewdale Primary School's social media presence will always prioritise student safety, celebrate our community, and reflect the values and professionalism of the WA Department of Education.

Department of Education WA | Social media rules of engagement
[Social media rules of engagement - Department of Education](#)

Age limit

All users must be at least 16 years old to have an account on Facebook, Instagram and X.

Tagging or naming students

Photos or videos of students may only be published if the correct Department of Education permission forms have been completed by the student's parent or carer. For privacy and protection, avoid tagging photos or naming students in your comments or replies, unless you have obtained the necessary permissions.

Tagging parents or friends within comments or replies is allowed, provided that all other rules of engagement are followed.





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Comments

Be respectful and ensure that discussions remain civil.

Before uploading any content, make sure you're allowed to do so. Ensure that any content that you post doesn't infringe the intellectual property, or other rights, of other people or organisations.

Personal attacks, trolling, or spam will not be tolerated.

Ensure that any content you post does not contain any of the following:

- inaccurate, misleading or inappropriate statements about us, our schools or our staff
- racist, sexist, abusive, profane, obscene, threatening, attacking, spiteful, defamatory, abusive, offensive, violent and/or hateful language
- wildly off-topic conversations that are offensive
- personal or confidential information
- unlawful information or illegal activity
- trolling or deliberately disruptive discussions
- solicitation
- suspicious links (e.g. phishing) or content that could cause harm to an individual's computer system
- malicious content
- endorsement of political parties or politicians
- spam or other commercial, advertising, marketing or promotional material.

Comments that don't adhere to these rules will be removed and repeat offenders will be blocked from our page/s.

Be respectful

Treat others with kindness and respect. Avoid personal attacks, offensive language, or discriminatory remarks.

Stay on topic

Keep discussions relevant to education-related matters and the content posted on the page.

No spamming or self-promotion

Avoid excessive posting of links or promotional content. Focus on contributing to the conversation.

Constructive feedback only

Avoid purely negative or harmful comments. Offer suggestions for improvement when possible.

Keep it safe for all audiences

Refrain from posting content that may be inappropriate, offensive, or unsafe for any age group.

Respect privacy

Avoid sharing personal information about yourself or others on the page.

Be patient and respectful of admins

Understand that page administrators are here to ensure a positive environment and may take necessary actions to enforce the rules.

We'll remove any posts that don't adhere to our rules of engagement, and we'll block anyone who chooses to break these rules repeatedly.

By following these rules, we can maintain a welcoming and educational space for all community members.