



GUIDELINE DOCUMENT 001

Facebook Guidelines for P&Cs

Facebook pages are great for organisations/associations to quickly and easily connected and communicate with members. Facebook pages can act as very effective notice boards for P&C's where members and public can easily keep track of news, events and opinions. They are also a great tool for promotion and advertising, discussion and offer the ability for members to ask a question or leave feedback universally without the hassle of making a phone call or sending a bulk email. In essence, a Facebook page can become a P&C's online community, allowing members to interact with each other whenever or wherever they are in the world.

The following document provides recommended terms of use and should be used as a guide when setting up your Facebook page.

1) Reason for Operation

A Facebook page operating under the name and for the purpose of a Parents and Citizens' Association will be done so for one or more of the following reasons:

- Communicating news, information and issues to the school community.
- The organisation of P&C run or participant events.
- The purposes of research, discussion, raising questions or topics in the school communities.
- Advertising (P&C related)
- Administrative purposes

It is important to remember that any P&C Facebook page transmits a digital image of that committee to the wider community. At all times it should represent your P&C in a professional manner.

2) Validity/Authorisation of Operation

The creation of the Facebook page specifically for any P&C must be voted on and passed by the caucus at a general meeting. It should not be a decision made by any one or group of individuals.

3) Code of Conduct

All users of a Facebook page representing a Parents and Citizens' Association must adhere to the following guidelines:

- a) Comments, post and responses to the page must be related to the P&C, the school community or in reply to a post left by the administrator on behalf of the P&C.
- b) All discussion must remain professional and personal topics are not to be discussed.
- c) As Facebook pages are public spaces, comments relating personally to any individual or group are not to be discussed.
- d) Defamatory or derogatory comments are not permitted.
- e) Swearing, obscene and abusive language is not permitted.
- f) Rude or obscene photographs, or links to photographs, are not to be posted on the page.
- g) All advertisements posted on the page should be in relation to the P&C.
- h) Derogatory, defamatory, confrontational or incorrect information relating to a P&C committee's employee or administrative position should not be discussed on the page.
- i) Information related to the financial position, direction or account details of the P&C should not be discussed on the page as it is a public arena.
- j) Personal information related to specific individuals of the P&C, of which that individual does not want released, should not be discussed on the page.

4) Administration

An administrator of the page must be appointed at a general meeting. If there are several candidates who are requesting the role of administrator a vote shall be held to decide. If the subsequent vote is a tie, the President shall make an executive appointment. Please note that the administrator will either have to create an account on behalf the P&C, or use their own Facebook account, to create the page.

The administrator's responsibilities include:

- Posting information, news, questions and other material to the page with approval from the President in circumstances where it is needed.
- Deletion of comments that breach section 3.
- Removal and/or banning of any user who breach section 3 continuously.
- Reporting back at general meetings any enquiries, queries or matters raised on the page.

For further information please contact:

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