

Help us to grow our community and stay connected by following these simple instructions

LIKE US

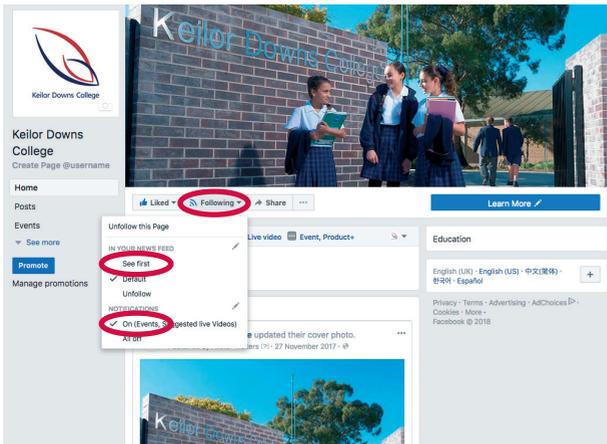
The below screenshot shows you where to find SEE FIRST when you are liking the page.

INSTRUCTIONS:

1. 'Like' KEILOR DOWNS COLLEGE.
2. To the right of the 'Like' button you will see 'Following' with a drop down arrow.
3. Please select 'See First in Newsfeed' and 'Notifications On (Events)':

This will enable you to receive all the updates from Keilor Downs College easily and quickly in your newsfeed.

You will be notified each time a new update is posted to the page so you won't miss any important announcements.



Keilor Downs College is pleased to announce that our school is branching out into the use of social media to connect with each other and the broader community.

Social media is an integral part of society, and how we form, create and share in our community, however, if social media is inappropriately used, serious issues can arise.

For this reason, Keilor Downs College would like to reiterate our intentions for the introduction of an official school Facebook page and enlist the support of the community to ensure its use is entirely appropriate and delivers a safe, positive and happy experience.

Keilor Downs College introduces Facebook

A well-managed Facebook page will deliver many benefits to our Keilor Downs College community, such as:

- Keeping our community up to date with school-wide activities using a platform that is easy, portable and convenient for families to use.
- Providing a platform for our community to celebrate our students' successes and achievements.
- Building our school community and strengthening our school spirit.
- Advertising school events to the school and wider community.
- Sharing special interest articles that families may value.
- Providing the wider community with additional avenues for direct communication and enquiry with Keilor Downs College.
- Strengthening the Keilor Downs College brand by building awareness of our school in the broader community.

How to use our Facebook page

Keilor Downs College has appointed two dedicated and experienced staff members to the role of Communications Officers. The Communications Officers will be the only users who can post to the school's Facebook page. Visitors to the school's Facebook page are warmly encouraged to comment, like or share the school's posts, however they will not be able to author their own posts, nor will they be able to upload media such as videos or photos.

If you have a story you would like the school to share on the Keilor Downs College Facebook page, please message our Communications Officers to provide the story content and any supporting images. Keilor Downs College welcomes your contribution and will review and consider your suggested post and its suitability for sharing with the school community.

Part of the Communications Officer's role is to ensure all comments are appropriate and to remove any inappropriate comments or instances of misuse. The school invites the community to advise the Communications Officers of any content on the Facebook page that is inappropriate or has the capacity to cause harm or offence.

The Do's and Don'ts of Facebook Communication

The Keilor Downs College Facebook page has the potential to deliver rewarding benefits to our school community. To achieve this, we must work together, remain respectful and use the page in a considerate and functional manner. To help our school transition into using social media, we have developed a set of Facebook Page Protocols that we ask all users to comply with when commenting on the school's Facebook page. The Facebook Page Protocols document is available on the school website at www.kdc.vic.edu.au

Do's

Our school community is wonderfully diverse and our Facebook page is an excellent platform to celebrate and communicate our welcoming and inclusive school values. Any comments added to the Keilor Downs College Facebook page should serve as an example to students on how to interact in the social media space – with respect and positivity.

Don'ts

Unfortunately, social media can be misused and for this reason, the school is obliged to detail the following uses of social media (this is not an exhaustive list) as examples of conduct that will not be tolerated by Keilor Downs College:

- Any comments that include hate speech, defamation, bullying, retribution, intimidation, stalking or harassment of any nature. Additionally, comments should not use threatening, insulting, derogatory, unprofessional, disrespectful, pornographic, abusive or foul language.
- Any form of unauthorised commercial communications which includes advertising of any nature or unlawful multi-level marketing (such as a pyramid scheme) self-promotion or direct sales pitches.
- Misrepresentation of Keilor Downs College or any member of the school community or any comment that could bring harm to members of the school community or disrepute to the school.
- False impersonation or representation of another person.

Please note: Keilor Downs College does not endorse children under the age of thirteen years (a threshold imposed by Facebook) having their own Facebook account. Younger students are encouraged to view the school's Facebook page via their parents Facebook account and under parental supervision.

This Facebook Page Protocols document is to be read and interpreted in conjunction with the following policy documents:

- ICT (Safe use of Digital and Internet Technologies) Student Agreement
- Facebook Page Protocols
- Multi Media Image Permission