



Floreat Park Primary School | An Independent Public School

Media Policy

Ratified by	Date
School Board	August 2021
Review Date	August 2022





The media policy ensures that Floreat Park Primary School (FPPS) speaks with a strong factual voice on all matters pertaining to its operations and values. This policy identifies protocol to be followed in relation interactions with both traditional media outlets and social media platforms. It outlines Department Of Education (Department) procedures to be followed to ensure positive outcomes are maximised and the potential for reputational damage is minimised.

This policy is relevant to anyone working at or acting on behalf of FPPS, who interacts with traditional or social media.

Before engaging with traditional or social media in relation to FPPS, staff should always discuss the matter with the Principal, who is in the best position to present considered response and messages on issues relating to the School's operations, values and understand the potential consequences of any such media contact on staff/children's safety and privacy.

Where the school or any employee are contacted by a media outlet or representative on any matter or issue arising at FPPS, the following policy will apply:

- The employee will refer the media person to the Principal.
- The employee will provide the Principal with the name, organisation and contact number of the media person.
- In the case of serious matters or issues, the Principal shall notify the relevant individual(s) in the Department.
- The Principal will determine who should speak to the media and/or whether it is more appropriate to provide a written statement made on behalf of the School.
- The Principal shall, where it is considered appropriate, seek expert advice on dealing with the media.

From time to time individuals other than School staff may be asked by the media to comment on issues related to the School, or seek to engage the media on issues related to the school. These could be members of the School Board, the Parents and Citizens Association (P&C) or its subcommittees.

- *All such approaches or requests should be referred to the Principal who will discuss the issue with the individual and decide on the appropriate course of action.*

The following pages contain links to the relevant Department guidance and policy in relation to social and traditional media interaction. The Department website should always be consulted to ensure the most up-to-date documentation is being followed.

P&C

At FPPS, we recognise the excellent contribution the P&C make to the school. The P&C, school and Board work in close partnership on all matters, therefore, where the P&C engage with traditional or social media a 'common sense', collaborative approach is encouraged. P&C interaction with media should be mindful of Departmental policies, particularly on child protection. P&C members should consult with the Principal if they require additional guidance.





Appendix

<https://www.education.wa.edu.au/web/policies/>

- Code of Conduct
- Telecommunications Use
- Manage social media and electronic communication use (DoE Employee access only)
- Information and Communications Technology Security Policy and Procedures
- Students Online Policy
- Writing Style Guide (DoE Employee access only)
- Intellectual Property Schools Policy
- Advertising
- Incoming Sponsorship to Schools Policy
- Media Liaison Guidelines
- Use social media in your school

<https://www.wa.gov.au/government/publications/>

- The Government of Western Australia: Public Sector Commission: Code of Ethics
- **Guidelines for the Use of Social Media**

