



Floreath Park Primary School | An Independent Public School

Media Policy

Ratified by	Date
School Board	August 2026
Review Date	August 2027





The media policy ensures that Floreat Park Primary School (FPPS) speaks with a consistent and strong factual voice on all matters pertaining to its operations and values. This policy identifies protocol to be followed in relation to 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, student privacy is maintained 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.

From time to time, individuals other than school staff (school community) 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.

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

Where anyone from the school community is contacted by a media outlet or representative on any matter or issue arising at FPPS or about FPPS, the following policy will apply:

- They will refer the media person to the Principal.
- They 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.

FPPS must obtain explicit media consent from parents or carers upon enrolment before publishing any student images, videos or work. If a student is in the care of the Department of Communities, specific additional agreements apply.

When student images or work are published, identifying details (such as full names or classes) are highly restricted. Where possible, the policy is to avoid publishing photos of single students (unless receiving an award), or students in swimming costumes. For privacy and protection, avoid tagging photos or naming students in social media 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.

Any negative or identifying social media posts about students, parents or staff are strictly prohibited.

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 followed.

P&C

At FPPS, we recognise the excellent contribution the P&C makes to the school. The P&C, school and Board work in close partnership on all matters; therefore, where the P&C engages with traditional or social media a 'common-sense', collaborative approach is encouraged. P&C members 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

