

For Your School

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What you will find in this booklet

This booklet is written only to highlight security settings for schools so they can take advantage of the **Pages** feature and showcase their community. In writing this manual it is **not** my intention to promote the use of Facebook for learning activities in the classroom. Facebook does have functionality to support this called [Groups for Schools](#), but this is not discussed in these pages.

Throughout these pages you will find internet links as underlined text, these links will take you to various resources to support the ideas presented. The play button at the bottom of the page links to a webinar recorded on *13 Dec 2012* outlining the contents in this manual.

Why use Social Media for our school?

A growing portion of our school communities are using Facebook to connect with friends, family, brands, hobbies and interests. Facebook provides schools with access to this *growing and active communication* channel. Social media is not a fad ([video](#)), and it *will* revolutionise every aspect of our lives. The question is, how well do you manage social media?

The [DEC social media policy](#) encourages schools and staff to use social media *effectively* and *safely*. This guide provides schools with some guidance on using Facebook to share school events and news with families.



What is your school's digital reputation like?

Have you tried to google your school to see what other community members could learn about your school? In some cases, events that have hit the mainstream media such as incidents of bullying and violence are the only mentions of a school online. Facebook gives a school the opportunity to *control* their digital reputation and build a *positive* profile, rather than be at the mercy of other agencies.

How does the DEC use social Media?

The DEC uses multiple social media accounts, *Facebook*, *Twitter*, *YouTube* and *Flickr*. Follow the link to discover how these tools are used. <http://www.dec.nsw.gov.au/about-us/social-media>

What do other schools do with Facebook?

Visit these Facebook pages to see how other schools use Facebook to communicate with their learning communities.



- a) [Canobolas Rural Technology High School](#)
- b) [Orange East Public School](#)
- c) [Glenroi Heights Public School](#)
- d) [Cumberland High School](#)
- e) [Merrylands High School](#)



What type of information would be suitable for Facebook?

- 1 Reminders about school events
- 2 Celebrations of Learning
- 3 Acknowledgements of student/staff/school achievements
- 4 Reminders of school policy/expectations
- 5 Share links to useful websites/resources
- 6 Late buses
- 7 Sports updates/cancellations
- 8 Live excursion updates.

Facebook can be a great “shopfront window” to your school. Information of a *general nature* is great for Facebook news feeds. This is an effective way to share photos or videos of school events, of course you will need to gain Authority to Publish, which many school are now embedding into their enrolment process, making this procedure less cumbersome. Facebook news feeds are excellent as an unofficial communication channel, *however if the school requires a specific response, such as parental permissions, then Facebook is not the avenue for that.*

Who would do the publishing?

There are three ways information can be added to the school Facebook Page;

- a)** nominated staff can *use the school log-in details* to post on behalf of the school
- b)** the creator of the school Page can add *Managers, Moderators & Content Creators* to the school Page so they can use their own personal login ([See the Facebook Help file for more](#)).
- c)** the general public, including teachers and parents and students can post (*depending on your security settings, more on this below*) using their own *personal accounts*. Teachers can of course use the Pages features to set up a professional account (more below on how to set up Pages).

I recommend that schools set up a team of people who would use either the *school* Facebook account **OR** their roles as content creators, to post information. This *Facebook Team* may include office admin staff, head teachers, stage leaders and exec. *If you have a variety of people who have access to this account you are more likely to have a variety of information that your school community will connect with.*

Initially you might have some discussion with this team about the types of information that would be suitable (and not suitable). All DEC staff, upon employment, are required to be familiar with a number of policy documents, so when introducing the School Facebook Page to the staff, it is advisable that staff should familiarise themselves with DEC [policy documents relating to the use of social media](#).



How to set up a “Page” for your school

Facebook offers two main services that we need to understand.

a) the *personal profile* page, or timeline. This is the space that most of us use for our personal lives. It is the default service we are given when we sign up and it is the platform that our “friends” connect to.

However there is a second service -

b) “*Pages*” (with a capital P) is the second type of service, much of this looks the same as the first service, however Pages comes with a different set of *security options* that control access to your public Page. Instead of having “friends” that connect to your space you have people who “like” or follow your page. **This is the service that schools can safely use.**

Once the school has created a Page, students, families, staff and other stakeholders can then use their own personal Facebook profile to “like” the school’s public Page. This action then initiates a news feed. This form of news subscription means that schools can share information with their community without having to wait for the once-a-term newsletter, or compose a cumbersome group email.

Step 1 - Setting Up an Account

Go to www.facebook.com and click “create a page” under the green “sign up” button at the bottom of the screen

or

[Click here to create your school Account](#)

- Choose Company, Organisation or Institution
- Under category choose: Education and enter the school name.
- Tick “**I agree**” and **Get Started**.
- Next use **the school** email address so that other teachers and staff members can use this account to post. Also use a password that others on your staff are allowed to know - *don't use something personal*.



Complete the details as requested and click

Sign Up Now!

The school will be sent a confirmation email which contains a link, open your school email, click *the link*.



Email or Phone Password Log In
 Keep me logged in Forgot your password?
Sign Up
 It's free and always will be.
 Your First Name Your Last Name
 Your Email
 Re-enter Email
 New Password
 Birthday:
 Month: Day: Year: Why do I need to provide my birthday?
 Female Male
 By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.
Sign Up
 Create a Page for a celebrity, band or business.

Congratulations you have created a Facebook account and a Page within that account!



Step 2 - Setting up your page

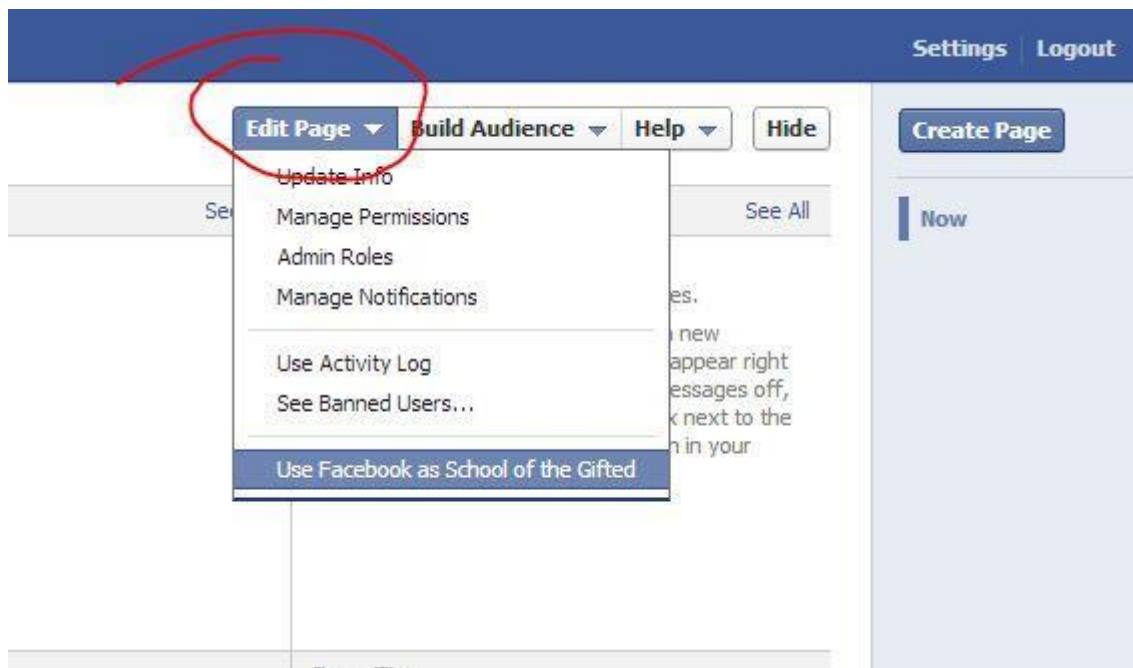
Facebook will now guide you through some simple steps.

When you get to the Ads section - feel free to skip this as schools do not generate revenue from Internet marketing. Option 3 as seen below "Facebook Web Address" is not always available.



Security & Privacy

Before we race off and share our school with the world, let's go through the security settings. Go to the top right of your Facebook Page and click "Edit Page", then "Manage Permissions".



Read each of these options carefully as this is where your main security takes place. You may wish to discuss these options with your Facebook Team. They can be changed at any time.

Take advantage of the “What is this?” link to learn more about Facebook Page features.

The screenshot shows the Facebook Page Settings for 'School of the Gifted'. The left sidebar includes 'Your Settings', 'Manage Permissions', 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Admin Roles', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is titled 'School of the Gifted' and contains the following settings:

- Page Visibility:** Unpublish page (only admins can see this page) [What is this?](#)
- Country Restrictions:** Type a country... [What is this?](#)
 - Only show this page to viewers in these countries
 - Hide this page from viewers in these countries
- Age Restrictions:** Anyone (13+) [What is this?](#)
- Posting Ability:**
 - Everyone can post to School of the Gifted's timeline
 - Everyone can add photos and videos to School of the Gifted's timeline
- Post Visibility:** Show the box for "Recent Posts by Others" on the top of School of the Gifted

Tell Facebook to hold posts by the public for moderation by choosing “Hidden from Page”

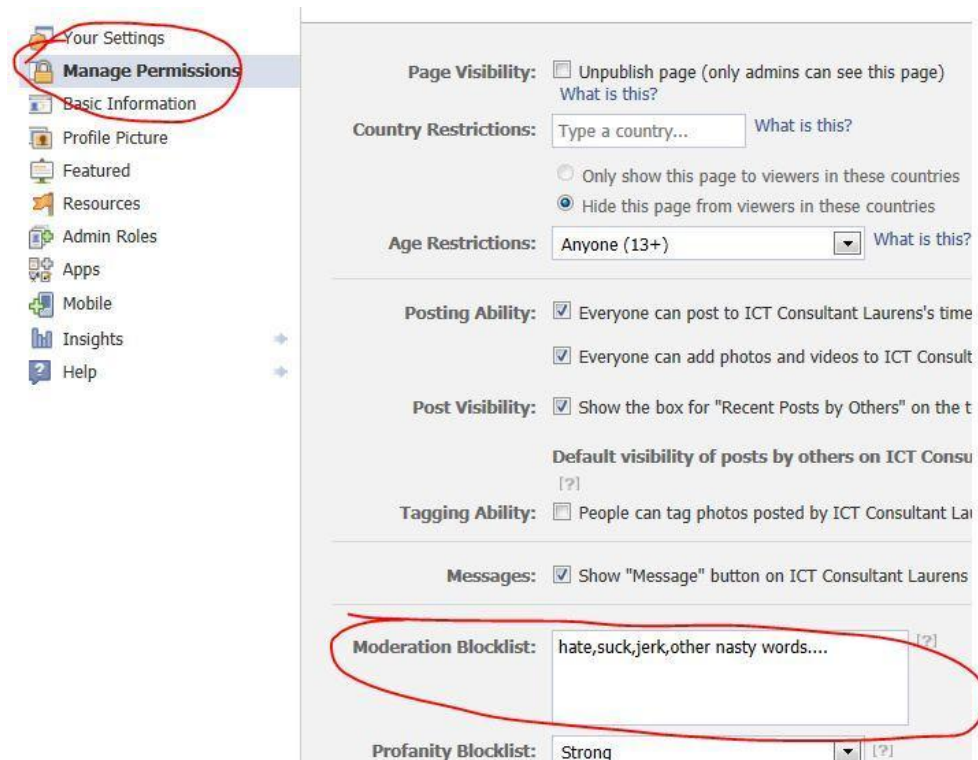
The screenshot shows the Facebook Page Settings for 'School of the Gifted' with the 'Default visibility of posts by others on School of the Gifted's timeline' option set to 'Hidden from Page'. The left sidebar is the same as in the previous screenshot. The main content area includes the same settings as before, plus:

- Default visibility of posts by others on School of the Gifted's timeline:** Hidden from Page [?](#)
- Tagging Ability:** People can tag photos posted by School of the Gifted



How do we control unwanted comments?

This is a two layered approach. The first line of defence for moderation is the “Block List”, all the nasty words you don't want to appear on your Page. When someone makes a comment on your page using one of these words, the comment will simply been eaten up by Facebook, never to be seen again (I have tested this several times with my colleagues, they got very nervous!). These comments do not get sent for moderation. (Yes someone will need to enter lots of bad language into the Facebook page here!)



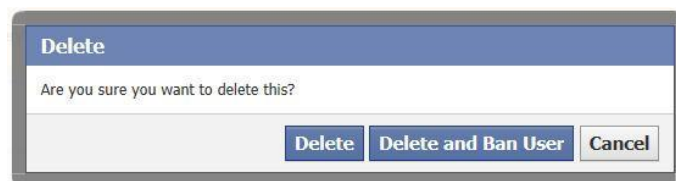
The second layer of defence against unwanted comments is the “hidden from page” option (as highlighted above) in the security section, **here posts made by the public to the school’s timeline need to be approved** by a Manager or Moderator. Use the Edit Page option at the top right of the screen and select “**Use Activity Log**” to approve or delete posts made by the public.



You will be taken to the Activity Log where you can choose what the public sees. To approve a comment, click on the little circle, below I have marked it in red for your attention.

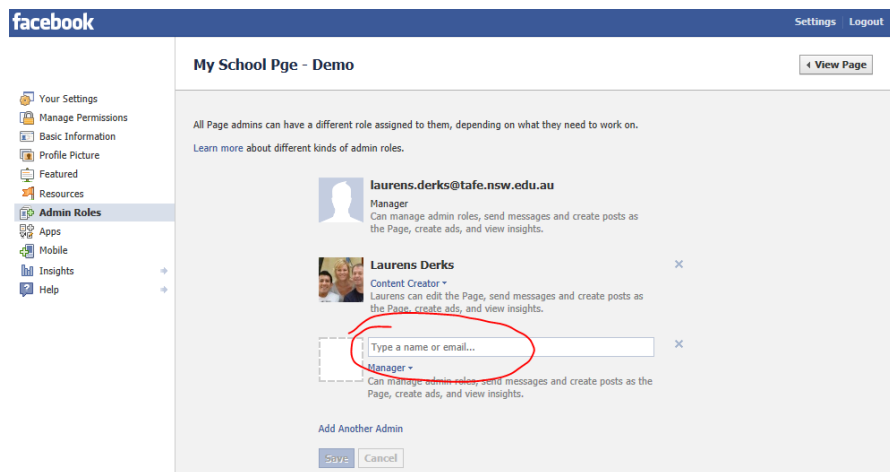
The screenshot shows the Facebook interface for 'ICT Consultant Laurens'. At the top, there is a search bar and a profile picture. Below that, the 'Activity Log' is displayed for 'November 2012'. Under the date 'November 7', two comments from Kath Cartwright are visible. The first comment, posted at 2:54pm, says 'Hi Laurens, great to see your page up :)'. A red circle highlights the 'x' icon in the top right corner of this comment. A context menu is open over this icon, showing several options: 'Default (hidden)' (which is checked), 'Highlighted on Page', 'Allowed on Page', 'Hidden from Page', 'Delete...', and 'Report/Mark as Spam...'. Below the November section, the 'October 2012' section is partially visible, showing a date 'October 30'.

If an inappropriate comment is made which the block list did *not* delete, you *can* delete it by selecting **Delete** in the Activity Log, Facebook will then give you the option to Ban the User (users can be un-banned) .

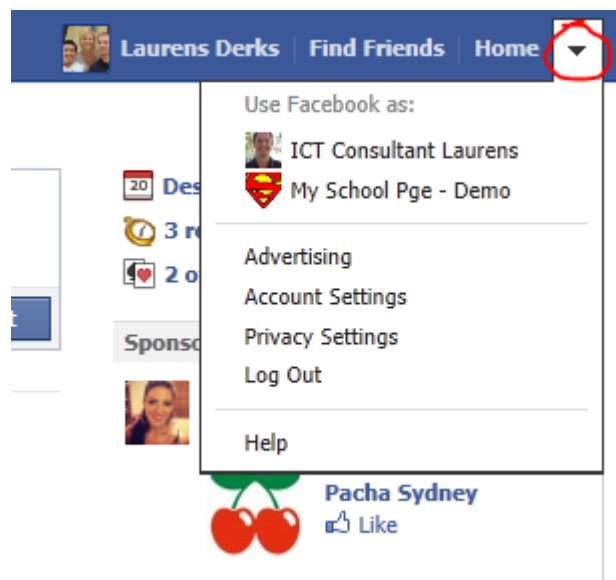


Building your Admin Team

It is recommended that you have a Facebook team as previously mentioned. Again use the Edit Page button from your Admin Panel and select "Admin Roles".



Once your staff has liked your school Page, you can enter their name or their email address to add them to your admin team. Assign them a role and hit SAVE. They can then log into their own Facebook account add content to the school Page, AS THE SCHOOL, from within their own account. To do this they need to be logged into their own Facebook page and click on the top right corner triangle pointing down.



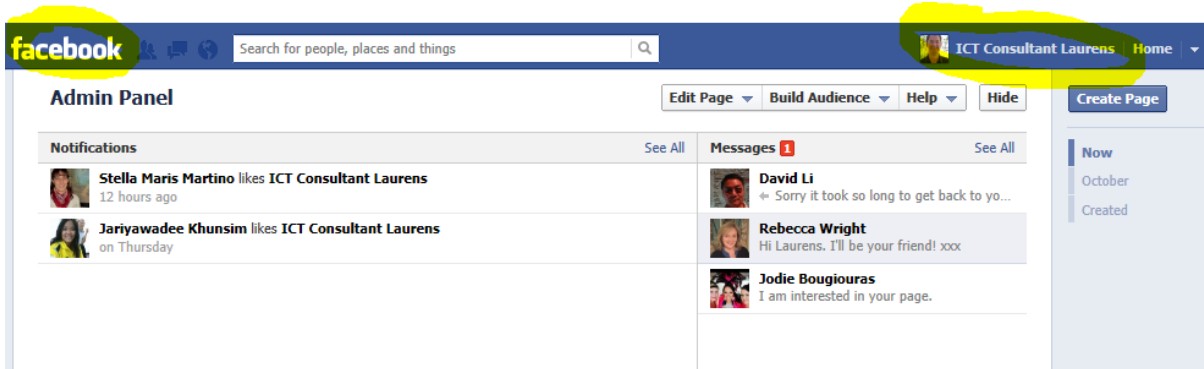
This functionality then lets them post and upload on behalf of the school Page, without knowing the school login details.



Help I'm lost!

If you get lost while navigating through your Facebook there are two easy ways to get back.

- left click on the **facebook** logo in the top left corner. This will take you back to your news feed.
- left click on your Page Name – that should be your school, on the top right of your screen to get back to your [Admin Panel](#) and the Time Line.



Other Useful Pages

Have you seen the Schools A to Z blog on security?

<http://www.schoolatoz.nsw.edu.au/technology/cybersafety/using-facebook-privacy-settings>

So your school has set up a Page? Now review personal security with staff.

As teachers may want to contribute to the school Page, using their own Facebook account, remind them that they need to have the appropriate security settings on their own personal Facebook profile. While Pages are PUBLIC, to interact with those Pages, individuals will need to use their own personal Facebook profile log in. Use the Facebook Help Page to inform staff about personal security options.

(<http://www.facebook.com/help/privacy>)



Facebook Blog

The team at Facebook themselves will blog about new features or core concepts and ideas. To become more familiar with this tool, it's worth noting two posts in particular:

a) a note on some security features for personal accounts:

<http://blog.facebook.com/blog.php?post=10150251867797131>

b) Commitment to the Facebook Community

<http://blog.facebook.com/blog.php?post=10150378701937131>

School A to Z - A Cheats Guide to Social Media

<http://www.schoolatoz.nsw.edu.au/technology/using-technology/a-cheats-guide-to-social-media>

School A to Z - Technology Blog

<http://www.schoolatoz.nsw.edu.au/technology>

Adding Audio to the Facebook Page

<http://www.youtube.com/watch?v=Xn4KILVYw6Q>

Facebook Help - Moderating What People Post on Your Page

<http://www.facebook.com/help/#!/help/407894169267325/>

Facebook Help - Common Myths About Facebook

<http://www.facebook.com/help/369078253152594/>

