

Recommended guidelines for community playgroup public Facebook pages and closed Facebook groups

Many playgroups find that a closed Facebook group is an effective way to communicate privately and quickly with families that attend the group. And, public Facebook pages help to make others in the community more aware of your group.

If your playgroup already has, or is thinking about establishing a public Facebook page and/or a closed Facebook group, it is essential that you establish guidelines for use and communicate them to members of the closed Facebook group and/or those who engage on your public Facebook page.

As your playgroup is affiliated with Playgroup NSW, below are guidelines for operating your closed Facebook group or public Facebook page, including a suggested template for guidelines that you can cut and paste into your own document. You can then refer to these guidelines in the “About” section of your Facebook Group or Public page. If it’s a closed group page, you can also save your document as a PDF and load it to the “Files” tab for your group so members can see it.

It is recommended that community playgroups use their individual Playgroup NSW logo on all correspondence including Facebook groups/pages. A personalised playgroup logo can be requested by email admin@playgroupnsw.org.au or by calling 1800 171 882.

Information for community playgroups affiliated with Playgroup NSW:

1. Playgroup NSW will not be responsible for the conduct of any social media sites, including community playgroup accounts that are set up by the community playgroup.
2. Community playgroups are solely responsible for any social media sites set up by the volunteers and attendees.
3. Community playgroups must have a process to monitor content, the ability to remove offending content and suitable guidelines on the social media sites about appropriate content and conduct (see below template).
4. Playgroup NSW’s guidelines for the use of Playgroup NSW intellectual property, including trademarks and copyright must be adhered to, including in relation to use on social media sites.



Suggested template of guidelines for your playgroup to communicate to users of your community playgroup's Facebook platforms:

(All of the below guidelines apply to both public and closed Facebook page, with the exception of number 1, which only is relevant for Closed Facebook Groups.)

1. The purpose of this group

This group is only for people who attend **(insert name of your playgroup)**. The purpose of this group is to exchange information, ideas, updates about events and playgroup excursions, roster changes and **(individual playgroups to add any other relevant purpose)**.

2. Facebook's official terms of use ultimately governs all

Users are expected to respect and protect the rights of others and Facebook have laid out rules specifically for what that means: <https://www.facebook.com/terms>

3. Respecting others

Please be polite and respect other people's views. We will not tolerate rudeness or abuse. Any libellous or unpleasant posts/comments will be removed. Examples of the types of posts that will be removed include:

- Profane, defamatory, offensive or violent language
- "Trolling", or posting deliberately disruptive statements meant to hijack comment threads or throw discussions off-track
- Attacks on specific groups or any comments meant to harass, threaten or abuse an individual
- Hateful or discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs
- Spam, link baiting or files containing viruses that could damage the operation of other people's computers or mobile devices
- Acknowledgement of intent to stalk an individual or collect private information without disclosure
- Commercial solicitations or promotion of a competitor
- Violations of copyright or intellectual property rights
- Content that relates to confidential or proprietary business information
- Content determined to be inappropriate, in poor taste, or otherwise contrary to the purposes of the forum

4. Privacy

Please be aware that parents may not want photos of their children to be put on Facebook and it is illegal to post images of children without the parent's consent. If you want to post photos, please ensure you have written permission from the parent first and please do not tag people in photos on this page.

5. Interact

This is not a rule per se, but when we join a group, we join a community--a place for chatting, receiving advice and helping others. Of course, you can just ask things and receive advice. However, it is nice if you can pay it forward by answering questions and joining in discussions occasionally.



6. Thank and Like

If you ask for help with something, it is good etiquette to like the answers you receive, or to say thank you in a comment to everyone who answered. They have taken the time to help you, so it is polite to take the time to thank them. You don't have to thank everyone individually but a thank you comment every twenty or so replies is appreciated.

7. Read as well as Write

Try to take a few minutes every time you visit to scroll down the latest posts – you may find some useful information, be able to help someone, and find that someone asked the question you were going to ask just before you came in.

5. Moderation and Admin

This group is moderated by (fill in this info, e.g., title: xxx Playgroup Coordinator or ...Playgroup Committee Members— best to use title as that way, if the names change, the positions/titles stay the same). If any issues arise or you have questions or concerns, please contact (if your playgroup has an email address, insert it here). Including individual names, personal phone numbers and personal emails is not recommended.

