



SOUTH COOGEE PUBLIC SCHOOL

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South Coogee Public School P&C Association

Social Media & WhatsApp Guidelines

South Coogee Public School P&C Association is committed to providing a safe, respectful and positive environment for all members of our school community. This includes ensuring effective, appropriate and constructive communication across all digital platforms.

The P&C recognises that modern technologies, including social media platforms and messaging applications such as WhatsApp, provide valuable opportunities for real-time communication between parents and carers. These platforms can strengthen community connections when used responsibly and respectfully.

These guidelines apply to all P&C-managed or parent-led social media platforms, including but not limited to Facebook pages, class/year groups, WhatsApp groups and other online communication forums associated with South Coogee Public School (SCPS).

The purpose of SCPS P&C social media and WhatsApp groups is to promote the work of the P&C Association and the school, support positive engagement within the school community, share and clarify school-related information, provide reminders about school or P&C activities and facilitate respectful and constructive dialogue. These platforms are not to be used to incite negativity, air grievances or discuss matters outside the jurisdiction of the P&C.

The P&C President (or nominated Executive member) is responsible for the administration and moderation of official P&C social media platforms. Individual class or year groups must be moderated by at least one P&C Executive member or Class Parent Representative, who must be a current financial member of the P&C. Moderators are responsible for ensuring adherence to these Guidelines and the P&C Code of Conduct. Any conduct that contravenes these Guidelines may be reported to the P&C President and/or the School Principal.

WhatsApp or similar class/year groups are created solely for the purpose of sharing and clarifying school-related information or information relating to the SCPS P&C. Members must be current parents or carers of children within the relevant year group. Participation in any P&C or class social media platform constitutes agreement to comply with these Guidelines and the P&C Code of Conduct.

All members agree to be polite, courteous and respectful at all times and to represent the P&C Association and the school community positively. Members must ensure that content aligns with expected professional and community standards. Where expressing a personal opinion, it should be made clear that the comment is made as an individual and not on behalf of the P&C. Members should be mindful that their role within the school community may create a connection between what is said online and the P&C Association itself.

Members must refrain from personal posts unrelated to school or P&C matters; negative commentary or complaints; defamatory, derogatory or confrontational remarks; swearing or abusive language; posting, sharing or commenting on inappropriate photographs, videos or links; taking screenshots of posts or replies and forwarding them; discussing political parties, political candidates or divisive political issues; posting personal information or discussing private matters; commenting on the operation, administration or teaching practices of SCPS; or posting incorrect information about any member of the school community. Derogatory, defamatory or incorrect statements about staff, students, parents or community members will not be tolerated.

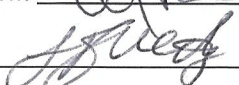
Members are asked to consider whether a WhatsApp or social media platform is the appropriate forum for their message. Private communications should be used for arranging playdates, parties, social gatherings or events that do not directly relate to SCPS or the P&C. School operational matters, complaints or concerns must be directed to the appropriate school staff through official school communication channels, not through parent messaging groups.

Members must respect copyright laws and fair use of materials, including user-generated content. Posts or comments that are negative, defamatory, aggressive or bring disrepute to the P&C Association or the school may be removed. Where a member continues to post inappropriate content, they may be temporarily or permanently removed from the relevant social media platform. This action is at the discretion of the P&C Executive and serious matters may be referred to the School Principal.

South Coogee Public School is proud to be a connected and supportive community. These guidelines exist to ensure that our digital communications reflect the same respect, professionalism and care that we expect in person. By participating in any SCPS P&C social media or WhatsApp group, members acknowledge and agree to abide by these Guidelines.

South Coogee Public School P&C Association has adopted these Social Media & WhatsApp Guidelines at the Annual General Meeting on behalf of members and the wider non-membership parent body, on 11 February 2026.

Signed President:  NAME: Mel Bramich

Witnessed by:  Position: Vice President NAME: Jacqui Busby