



## Marketing Facebook Group Primary School Pilot Program

This term, Courtney will be running a Marketing & Communications Facebook Group Pilot Program.

The group will be a safe space to support each other, ask for help and share ideas, recommendations, articles or anything else that might be of interest to others in the group. You will have the opportunity to get to know others in similar roles, connect with people you might have met at PD sessions and to ask Courtney any questions, no matter how silly they may seem. It will be a place of kindness, support, learning and generosity.

The Pilot Program will be open to 10 primary schools for the duration of Term 4.

If you would like to be involved, please email Courtney at [courtney.garfoot@cesa.catholic.edu.au](mailto:courtney.garfoot@cesa.catholic.edu.au). It will be first in, best dressed and we can't wait to share this with you. **So run, don't walk!**

## Catholic Schools Open Week

A huge thank you to everyone who responded to our Catholic Schools Open Week survey. 2021 was our largest state-wide campaign ever, with a record number of students from almost half of our schools, including nearly a third of our regional schools, featured in the advertising.

We look forward to an even bigger campaign in 2022!



## World Teachers Day



We'd love to share a Facebook album with a personal touch in celebration of World Teachers Day on October 29.

We'd like to feature teachers from all year levels and subjects from across CESA – new teachers, teachers who have been around a while, funny teachers, serious teachers, teachers with a heart of gold, etc.

This year's theme is '**bright future**' which encourages photos wearing sunglasses.

Please submit a good quality photo of one or a group of your teachers wearing sunglasses to celebrate their 'bright futures' - there is a **WTD sunglasses template** provided in a 'celebration kit' to make your own funny glasses if you'd like to.

Whilst we'd love to celebrate all teachers in this format, we'll only post about one teacher per school – but feel free to create your own gallery in celebration of all your teachers. You can find out more about this at [www.worldteachersday.edu.au](http://www.worldteachersday.edu.au).

Along with the good quality photo, we need the following:

Teacher's name:

Teacher's role:

School name:

Please ensure all subjects have full consent and that they are aware their image may be used on CESA's Facebook page.

You can submit photos to [Siobhan.Evans@cesa.catholic.edu.au](mailto:Siobhan.Evans@cesa.catholic.edu.au) via email, dropbox or your preferred method by COB Tuesday October 26. No late photos will be accepted.

## The NEW Catholic Education Awards...!

Visit [awards.cesa.catholic.edu.au](http://awards.cesa.catholic.edu.au) for more information and to nominate. Feel free to share the awards website with your school communities and invite nominations.



The banner features a photograph of three young girls in school uniforms smiling. The text includes: 'Do you know someone making an outstanding contribution to Catholic Education?', 'The Catholic Education Awards are your opportunity to shine a light on a teacher, support person, leader, volunteer or program making a positive difference!', 'Nominations NOW OPEN!', 'awards.cesa.catholic.edu.au', 'AWARD CATEGORIES', and a list of categories: Early Career Teacher, Experienced Teacher, Education Support, Volunteer Supporter, Innovative Program, and Leadership / Lifelong Contribution. It also states 'Nominations Open: October 13 2021 – March 9 2022' and lists sponsors: Catholic Education South Australia, Raising Hearts and Minds, ngs Super, Association of Principals of SAC, and SACPPA.

Do you know someone making an outstanding contribution to Catholic Education?

The Catholic Education Awards are your opportunity to shine a light on a teacher, support person, leader, volunteer or program making a positive difference!

Nominations NOW OPEN!

awards.cesa.catholic.edu.au

AWARD CATEGORIES

<b>EARLY CAREER TEACHER</b> Open to pre-school, early learner centre (ELC), primary, secondary and CEO education advisors with no more than five years of teaching experience.	<b>EXPERIENCED TEACHER</b> Open to experienced pre-school, early learner centre (ELC), primary, secondary and CEO education advisors with six or more years of teaching experience.	<b>EDUCATION SUPPORT</b> Open to staff who deliver administration and support functions including business and finance staff, support staff working in administration, special needs, ICT, library and grounds and maintenance staff.
<b>VOLUNTEER SUPPORTER</b> Open to any individual who has made a significant contribution in a voluntary capacity over a significant period of time.	<b>INNOVATIVE PROGRAM</b> Open to a program or coordinated approach to an educational need or problem with an emphasis on innovative thinking, planning and action.	<b>LEADERSHIP / LIFELONG CONTRIBUTION</b> Open to those who have provided a long and sustained significant contribution to excellence in Catholic education.

Nominations Open:  
October 13 2021 – March 9 2022

awards.cesa.catholic.edu.au

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catholic education south australia RAISING HEARTS AND MINDS ngs Super ASSOCIATION OF PRINCIPALS OF SAC SACPPA

20.10.21

## Facebook Comments and the High Court

A recent [High Court](#) decision has raised the question, "should we turn off our Facebook comments?" You can read more below about what happened in the case and why you don't need to turn off your comments.

### **What happened in the case?**

Former Don Dale Youth Detention Centre inmate Dylan Voller started a defamation action against three media organisations (Fairfax Media, Nationwide News Ltd and Australian News Channels) regarding comments made on three Facebook posts by the publications. The news articles themselves were not defamatory, but Voller alleged some of those comments were, so he sued.

### **What was the decision?**

The case went to the Supreme Court of NSW before the High Court was asked to decide if the media publications could be responsible for third-party comments on their Facebook page. The High Court understood posts are made to encourage engagement in the form of comments, but these posts should not cause an attack on a vulnerable individual.

### **What is the implication of this decision?**

The message from the High Court was that if you want to have a presence on social media, you're also responsible for moderating the comments. It is recommended to closely monitor all comments on Facebook Pages, and comments and posts in Facebook Groups associated with your school such as old scholars page, year level pages, sports team pages etc. Therefore, any page and group administrators should be made aware of this ruling.

**So, should we turn off our Facebook comments?**

The short answer is no.

In the case that appeared before the High Court, the Facebook posts in question (by the nature of their content) would be expected to elicit unpleasant comments about the subject of the posts, including comments that are factually incorrect and damaging to their reputation.

While several MPs and councils have chosen to disable comments to avoid legal risk, we believe that schools are operating in a vastly different context. Councils and MPs often deal with communities who are divided on issues and people lobbying for a particular viewpoint. These kinds of controversial posts are unlikely to appear on school Facebook pages and therefore are a lot less likely to incite controversial or defamatory comments.

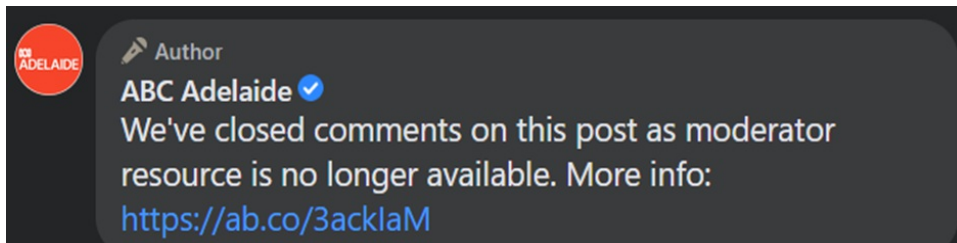
Further to this, since this action started in court, the defamation laws in South Australia have changed. The law reforms now require a "concerns notice" to be sent, allowing an opportunity to respond and two weeks for action. Therefore, if there was an issue with a comment, there is a two-week period to remove the comment once it has been highlighted to the admin of the page. And, under this reform, the person must prove they have suffered (or are likely to suffer) serious harm to their reputation due to the comments. This is also unlikely to occur on our posts as we highlight good news stories through our social media.

**Wouldn't it still be safer to avoid the risk and turn comments off?**

The Facebook algorithm supports engagement, and therefore, posts with more comments are likely to reach more people. The benefit of having commenting available on our pages outweighs the burden of monitoring the comments.

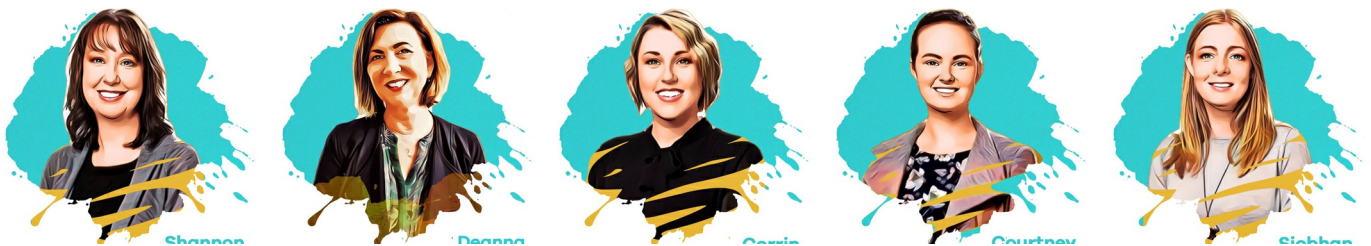
This does mean that you do have a duty of care and a responsibility to moderate your comments. It could be timely to review your processes and check that you are monitoring comments on your page appropriately and that you do have the ability to remove any inappropriate comments in a timely manner.

Some organisations and high-profile individuals have started using comments like the ABC Adelaide example below and closing off comments when moderation isn't available, or when commenting on posts is getting out of hand. It is unlikely schools would be required to do this because our pages have fewer followers, however it is an option if a post or comments are proving problematic. You can close comments by selecting the three dots at the top right of the post > Who can comment on this post > Profile and pages you mention. People will no longer see the 'comment' option under your post, except for any people or pages tagged in the original post.



You can read more about the High Court's decision here:  
Facebook defamation high court ruling exposes more than media  
Facebook pages are falling quiet as defamation fears take hold

If you have any further questions, please contact Courtney Garfoot on [courtney.garfoot@cesa.catholic.edu.au](mailto:courtney.garfoot@cesa.catholic.edu.au).



# Key Dates · Term 4 2021

## WEEK 1 - Sunday 10 October to Saturday 16 October

12-18 OCT	NATIONAL SUPERHERO WEEK
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## WEEK 2 - Sunday 17 October to Saturday 23 October

19 OCT	SACE EXAMS BEGIN
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21-31 OCT	NATIONAL CHILDREN'S WEEK
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## WEEK 3 - Sunday 24 October to Saturday 30 October

24 OCT	WORLD MISSION SUNDAY
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29 OCT	WORLD TEACHERS DAY (AUS)
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## WEEK 4 - Sunday 31 October to Saturday 6 November

## WEEK 5 - Sunday 7 November to Saturday 13 November

8-14 NOV	NATIONAL RECYCLING WEEK
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11 NOV	REMEMBRANCE DAY
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13 NOV	WORLD KINDNESS DAY
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## WEEK 6 - Sunday 14 November to Saturday 20 November

20 NOV	UNIVERSAL CHILDREN'S DAY
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## WEEK 7 - Sunday 21 November to Saturday 27 November

## WEEK 8 - Sunday 28 November to Saturday 4 December

29 NOV	STUDENT CITIZENSHIP AWARDS
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3 DEC	INTERNATIONAL DAY FOR PEOPLE WITH A DISABILITY
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## WEEK 9 - Sunday 5 December to Saturday 11 December

10 DEC	SCHOOL YEAR ENDS
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**RAISING  
HEARTS  
AND  
MINDS**

CESA & CATHOLIC CALENDAR  
COMMUNITY CALENDAR

We've created a term calendar of key dates on the Catholic, CESA and community calendars.

This could be useful for planning social media content and upcoming events for the term.

We will also share these for each term throughout 2022. If you think of any other dates/key events that could be included, please email Corrin Wakely-Young at [corrin.wakely-young@cesa.catholic.edu.au](mailto:corrin.wakely-young@cesa.catholic.edu.au).

Here are some other useful calendars to help plan content/school events:

[international-days-and-weeks](#)

[daysoftheyear.com](#)

[aussieeducator.org.au/calendar](#)

[ourcommunity.com.au](#)

[Download Term 4 calendar](#)

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## Key diary dates for 2022

### **March 9:**

Catholic Education Award nominations close

### **May 9 – 15:**

Catholic Education Week

### **May 12:**

Catholic Education Awards Presentation Evening (Catholic Education Office Adelaide)

### **May 30 – June 2:**

International EducatePlus Conference (Convention Centre)

### **August 22 – 28:**

Catholic Schools Open Week

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