



Social Media Policy

Rationale:

- The purpose of maintaining an online presence online via social media is to keep the school community up to date with what is happening in the school.
- Platforms such as the school Facebook page will allow the school to feed information, news, and notices directly into the personal news feeds of parents and the wider school community to quickly share and celebrate school and pupil achievements.
- Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with what's happening in the school, but also in terms of attracting potential enrolment.
- Having a school website is an essential part of our online presence, but web users must specifically visit the school website in order to receive information.
- By having active social media accounts, the school has the ability to feed information, news and notices directly into the personal news feeds of parents and the wider school community.

Aim:

- The aim of this policy is to ensure that school social media pages are a positive reflection of the great things happening in our school by providing guidelines on the safe and responsible use of these pages
- This policy mirrors the Acceptable Use Policy and Mobile Phone Policy and is implemented in addendum to these and other relevant school policies.

Roles and Responsibilities:

- Responsibility for the administration of the school Facebook page lies with the Board of Management. The Board of Management may appoint one or more volunteers to act as social media administrators on its behalf. It is the responsibility of each individual administrator appointed by the Board of Management as well as every member of the wider school community to ensure that any content they post on school pages is in line with the guidelines laid out in this policy and other relevant school policies.



- The page administrator(s) will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values and ethos of the school at all times.
- School staff and the school Parents Council may contribute to the school's social media activities by providing content for the page to one of the designated page administrators.
- All parents, guardians and members of the wider school community are also welcome to like, share and comment on postings. We would request that they do so in a similarly positive, respectful and constructive manner. Any school social media account is a public page. Therefore, only information intended for general public knowledge should be posted.
- If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the timeline and encourage them to speak directly to the class teacher.
- Under no circumstances should any child/children be named or described on the school social media account. This is due to data protection and the legal responsibility we have to keep the children safe.
- Users should not post anything that could be deemed as offensive – inappropriate or harmful comments/content will be removed immediately.

Photographs and videos

- Parents are asked to fill in a permission form for the school to use photographs of their child and/or their child's work on school publicity materials including the school social media pages
- Photographs of children or their work will not be posted on these pages unless parents have provided this written permission.
- Only authorised administrators have permission to upload photographs and videos on to school social media. This is because they are aware of the parental permissions held by the school.
- No-one else is permitted to post any photographs or videos. The settings allowing people to post or tag photos will be turned off.
- No children will be tagged or named in relation to a photo directly on school social media. However, there may be links to the school website or to third party articles (e.g. in local newspapers) where children may be photographed and named.



- Where consent has been provided, photographs of children will preferably be taken and posted using a school device.
- If a school device is not available, an account administrator may use their own personal device to take and post photographs. In this event, photographs of children will be automatically stored in the school cloud storage and NOT on the personal device used.

Site Moderation

- School social media accounts will be moderated daily by the page administrator(s) appointed by the Board of Management.
- Administrators can be contacted by sending a private message to the page or through the school email: info@ballydesmondns.ie.
- All online visitors are asked to inform the school of any inappropriate comments, behaviour, or concerns they have relating to the account or page.
- The account profanity filter will be set to 'strong'.
- All comments and messages will be monitored.
- Administrator(s) will endeavour to respond to all requests or messages via social media. However, the school office remains the primary point of contact for all general queries/feedback.

Misuse

- In the event that an inappropriate or offensive comment is made by a member of the school community it will be recorded by a page administrator (screenshot), deleted and brought to the attention of the Board of Management. The Board of Management will contact the individual(s) involved to explain why their comment/behaviour is inappropriate or offensive and inform them that it has been removed.
- In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Board of Management will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.



- If any individual repeatedly makes inappropriate comments (two times or more), the Board of Management has the discretion to ban the offending individual from the account and (where appropriate) report the offender to relevant external bodies.

Restrictions

- Facebook lists a minimum age requirement of 13 and all parents are reminded that children under the age of 13 should not have a Facebook account. Where parents choose to show relevant content on the school page to their children through their own accounts we would ask them to be vigilant and to ensure that their children are not accessing Facebook unattended.

Implementation:

- This policy will begin to be implemented from 05/10/19, following the completion of a consultation process with staff, the parent body and the Board of Management.
- This policy was ratified by the Board of Management of Management on 4/10/19

Principal: Pat Neenan

Chairperson B.O.M: Paddy Fleming

Date