



Swords Educate Together National School

Roll Number 20145 O

Facebook Policy

Name of School:	Swords Educate Together National School
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Denominational Character:	Multi-Denominational
Patron:	Educate Together

Introduction

The purpose of maintaining an online presence on Facebook is to keep the school community up to date with what is happening in the school. The school Facebook page allows 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 children's achievements and school updates. It can also raise the profile of the school in the local community for existing families and potential new admissions.

Aims

The aim of this policy is to ensure that the school Facebook page is a positive reflection of the great things happening in our school by providing guidelines on the safe and responsible use of the school Facebook page.

This policy mirrors the Acceptable Usage 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 Facebook page 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

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content they post on the school Facebook page is in line with the guidelines laid out in this policy and other relevant school policies.

Policy

1. Posts and Comments

- 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 PTA may contribute to the school's Facebook 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.
- The page 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 page timeline and encourage them to speak directly to the class teacher.
- Under no circumstances should any child/children be named or described on the page. This is due to data protection and the legal responsibility we have to keep the children safe.
- Users should not advertise products or services on the school Facebook page.

2. 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 Facebook page.
- Photographs of children or their work will not be posted on the page unless parents have provided written permission.
- Only authorised administrators have permission to upload photographs and videos on to the page. 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 on to the page. The setting allowing people to post or tag photos will be turned off.

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- No children will be tagged or named in relation to a photo directly on the page. 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, a page administrator may use their own personal device to take and post photographs. In this event, photographs of children will be deleted from the device immediately after posting.

3. Site Moderation

- The page will be moderated daily by the page administrator(s) appointed by the Board of Management.
- Page administrators can be contacted by sending a private message to the page or through the school office.
- All visitors to the page are asked to inform the school of any inappropriate comments, behaviour, or concerns they have relating to the page.
- The page profanity filter will be set to 'strong'.
- All comments and messages on the page will be monitored.
- The page administrator(s) will endeavour to respond to all requests or messages on Facebook. However, the school office remains the primary point of contact for all general queries/feedback.

4. 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 (screen shot), 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 a child is described or named (whether in the main post or within comments), it will be recorded by an administrator (screen shot), immediately deleted and brought to the urgent attention of the Board of Management.
- 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

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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 page and (where appropriate) report the offender to relevant external bodies.

5. Restrictions

- The page is designed as a communication tool to engage with parents and guardians. It is therefore restricted to people over 18 years of age.
- Where a parent is under 18 years old, permission will be granted at the discretion of the Board of Management.
- The Board of Management also has the discretion to remove or ban any followers that are known to be under 18 years old.
- 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 Date


This policy will come into effect from March 2017.

Review

This policy will be reviewed and updated as necessary

Ratification

The Board of Management of Swords Educate Together ratified this policy on

Signed: 
Chairperson, Board of Management

Date: 05/04/17

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Appendices

Appendix 1 – Content Plan

Postings on the school Facebook page will include, but will not be limited to, updates on the following:

- Everyday school life
- Dates for your diary
- Sports activities such as GAA, basketball etc
- After school clubs
- PTA events
- Useful information and websites

Appendix 2 – School Policies

This SETNS Facebook policy is supported by the following relevant school policies:

- SETNS Acceptable Usage Policy
- SETNS Mobile Phone Policy
- SETNS School Communications Policy
- SETNS Child Protection Policy
- SETNS Anti Bullying Policy