

An Mhodhscoil, Bealach Uí Chonail, Luimneach

Social Media Policy

The Model School now has two social media platforms that will act as online notice boards. They will be used to regularly update parents with relevant school information and important notices.

Rationale

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 this, but web users must specifically visit the school website regularly to receive the information. By having platforms such as Facebook and Twitter, the school is feeding school information, news and notices directly into the personal news feed of our parents and the wider school community.

We do appreciate that as with all social media, there are some risks involved and we want to reassure our parents that we have our children's best interest at heart.

Aims

- To continue to advance our school communication system with information shared via Facebook and Twitter, along with the existing methods of paper notes, text messages, email and the school website.
- To publicize school events, and increase awareness about school fundraising.
- To announce any updated information that appears on our website via Facebook and Twitter.
- To highlight positive school achievements in a forum where they can be shared by the school community.
- To make school announcements (e.g. school closure due to snow).
- To use Facebook and Twitter as a means of marketing the school to a wider audience.
- To facilitate communication and networking opportunities between parents especially new or prospective parents.

Facebook

We will be using Facebook as a ‘broadcast’ account only. It will be a one-way communication from the school to parents, an information portal if you like. It is a great use of social media for many reasons including: quick, no-cost, most parents will have an account, saves on "lost" letters on the way home and also saves on printing costs.

It is important to be aware of services available on a public Facebook page. Here are the things that anyone in the world can do if they like a Facebook page.

1. They can comment on a post.

While 99.9% of the time, comments will be lovely, there is a risk of someone being negative towards the school or saying inappropriate things on our page.

2. They can post to our wall.

Again, this has the same risks as commenting. However, some people can be tempted to use our wall as a free advertising board. We have changed the setting on this, which means our panel of administrators and editors from the teaching staff must approve this post before it is published.

Also please note that if a parent comments or replies to our Facebook page this message is visible by everyone.

3. Photos can be tagged.

This has obvious child protection concerns.

Rest assured that our designated page administrators and editors will not hesitate to delete any comments or posts they deem inappropriate, and tags (i.e. a child being identified) will be removed.

In order for us to deal with these risks we have come up with a very simple solution that we believe will work for the Model School. It can be summed up in a simple mantra.

“We trust you until you break our trust, then you are never trusted again.”

These are the ways our school’s trust can be broken. There aren’t many, thankfully.

- 1. A comment/post is negative about the school or anyone in the school.**
- 2. An advertisement is posted on our wall without permission.**
- 3. A photograph of a child in our school is tagged.**

So what happens if one or more of our rules is broken? The simple answer is that if one or more of these rules is broken that person is blocked from interacting with our Facebook page and are reported to Facebook.

Terms of Use of The Model School's Facebook page:

- Users cannot advertise products or services on our school Facebook page.
- Users should not post anything on the page that could be deemed as offensive – inappropriate or harmful comments/content will be removed immediately.
- Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters.
- Users will not mention individual staff members in a negative light on our Facebook page.
- Users should not ask to become 'friends' with staff as failure to respond may cause offence.
- Users cannot tag or post photographs of children on the page.
- Users should not add comments that can identify children.

One other concern is the students liking the page. Almost all primary school pupils are under 13 and it is illegal for children under 13 to have a Facebook account. We have changed our settings so that only a person over the age of 18 can access our page as this page is for communicating with parents only. If it is noted that a child has liked our page, we will be obliged to report them to Facebook.

While this may seem severe, we feel we should model the rules of Facebook while they exist in the way that they do.

Twitter

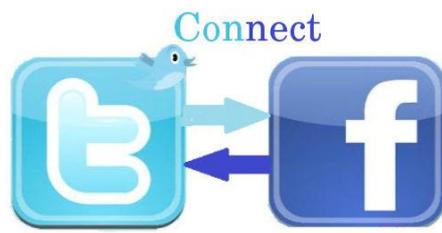
Twitter, like Facebook, will also be used as a 'broadcast' account. Twitter is one of the best social media tools for driving traffic to a website/blog. We will use it to update all of our followers with important notices and information as well as new blog posts. Similarly to our Facebook trust policies, comments that are deemed as offensive, inappropriate or harmful will be removed immediately.

Our Promise

We would like to take this opportunity to assure parents that we will NOT be uploading any photographs of children to either of our social media platforms. We are very conscious of the regulations regarding photographs of children on social media and will ONLY be posting notices and information on twitter and Facebook.

You are welcome to share/retweet any posts on either of our social media accounts to your personal profile and to also invite others to like/follow us.

Let's Get Social



Twitter handle **@modhscoil**

Facebook page URL **<http://facebook.com/anmhodhscoil>**