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Social Media Policy

PURPOSE

The purpose of this Policy is to set direction for the creation, management and moderation of the Clonkeen College social media channels, including but not limited to Twitter, Facebook, YouTube and standard webpages.

Many benefits are to be gained from embarking in social media and the main objective is to enlarge and expand our online presence in a positive manner as well as to inform parents, prospective parents and the wider school community of information and news pertaining to the school.

However, it is important to note that anyone taking part in social media activities associated with Clonkeen College must do so at all times in a responsible manner and in the best interests of the school. Clonkeen College has developed this Policy to clarify how best to use these tools to the benefit of the school, its staff and students, so that we maintain a strong and professional presence with all IT and online related communications.

Staff should be aware that any mention of Clonkeen College, whether in professional or personal use of social media and whether inside or outside the workplace must be done in a responsible manner and in accordance with this Policy and in accordance with all laws (see below), professional expectations and Clonkeen College policies in force at the time.

SCOPE

The scope of this Policy applies to Clonkeen College staff, students and associates in their capacity as members of the school community, using any of the official school social media channels or on any other social networking website.

With respect to the moderation aspects of this Policy it also applies to people external to the school posting material to official Clonkeen College social networking sites on our behalf.

ROLES

A clear range of roles as defined by this Policy should be adhered to.

ICT Committee

o To review and amend/approve the Policy if necessary

o To appoint the relevant managers and editors.

Managers

o To ensure that the Policy is followed when staff or others are using social media on behalf of Clonkeen College

o To liaise with staff and relevant members of the ICT committee in the event of a serious breach of policy

o Managers must be in a position to review and monitor the social media channels associated with Clonkeen College and must ensure that they are in a position to respond to comments and posts made on the site in a timely manner, or moderate/remove if necessary.

<u>Editors</u>

- o Are staff that have access to the Clonkeen College social media outlets

- o May use their personal phones / cameras to take photographs for the purpose of publication on the school social media

- o Should be responsible when posting to the social media sites

- o Should be competent in the particular tool/site/channel and be articulate enough to carry out their role without breaching the Policy.

- o Are required to uphold the reputation of the school

- o Decide upon appropriate content (including but not limited to text, media and video) and time of day to post that content

- o To report breaches of Policy to managers.

<u>Remaining Staff Body</u>

- o Staff interested in providing content must pass it to an editor in an appropriate format

- o Are under no obligation to engage in social media activity

- o Understand that social media has limitations and restrictions that can both negatively and positively affect the school's reputation

- o To report breaches of Policy to managers.

<u>DO'S AND DON'TS</u>

The use of social media has inherent limitations. The use of social media to promote the activities of Clonkeen College requires some restrictions.

The following is a list of do's and don'ts that govern both the scope of the school's interactions and dependencies with social media.

Clonkeen College's social media should
- o Be helpful and a positive reflection on the school, students, management and staff
- o Be as inclusive as possible
- o Include a range of different media
- o Be relevant, authentic, well-researched and updated regularly
- o Be used as an information portal for school news and events
- o Use the correct tone and appropriate language for the content of the post.

Clonkeen College's social media should not….
- o Be libellous, offensive or harmful to any individual, entity or institution
- o Be used as a sole conduit of information
- o Be required by students or parents/guardians to be informed of school news or events
- o Have negative implications for the school, students, staff or management
- o Plagiarise or use imagery under copyright.

POLICY

The Clonkeen College social networking channels exist to promote the activities of the school, its students, alumni and its staff to the wider community.

People who interact with the school's social media channels shall not:

o Post information that is confidential to Clonkeen College

o Post material that is threatening/ harassing/ illegal/ offensive/ defamatory/ indecent or inappropriate in nature

o Post contact information, such as phone numbers/email addresses, of any member of the Clonkeen College community without their consent

o Infringe on the rights of Clonkeen College or any individual or entity, including privacy

o Post content or spam of a commercial nature

o Post material or photos/videos of any student or staff member who does not give consent (or whose parents/guardians do not give consent) for publishing of this material.

The school operates an opt out policy for students ho wish to remove themselves where possible from social media associated with the school. This opt out form is available in the initial registration pack.

LEGAL

The following legislation should be taken into account when using social media:

o Prohibition of Incitement to Hatred Act 1989;
o Data Protection Acts 1988 and 2003;
o The Child Trafficking and Pornography Acts 1998 and 2004;
o Copyright and Related Rights Acts 2000, 2004 and 2007;
o Defamation Act 2009;

Social media users must also follow the terms of service of Twitter, Facebook and YouTube.

INAPPROPRIATE CONTENT

The official Clonkeen College social media channels are monitored frequently. We would encourage users to report any inappropriate content and we will investigate and take appropriate action.

CONCLUSION

When representing Clonkeen College on social media:

- o Use correct branding

- o Promote Clonkeen College

- o Be sure of what you are saying before you post it

- o Be prompt, helpful and accurate

- o Follow current legislation as outlined above

- o Acknowledge you are affiliated with Clonkeen College

- o Enjoy!