

Social Media Policy



St Benignus NS, Balscadden

1.0 Introduction

St Benignus NS, Balscadden is committed to ensuring that every child receives a quality education. Good communication and partnership with parents is central to that aim. We believe that social media can be a powerful tool in ensuring good communication structures with our parents. We also believe that social media must be used in an appropriate and respectful manner. This policy sets out the school's approach to administering our social media.

2.0 The policy's relationship to the school's mission statement and ethos

St Benignus NS aims at promoting the full and harmonious development of all aspects of the pupil: intellectual, physical, cultural, moral and spiritual, including a living relationship with God and other people. We endeavour to equip each child with the skills and positive self-esteem to empower them to contribute to their community and become lifelong learners. Good partnership with parents is central to that aim. We believe that social media can enhance those partnerships if used appropriately.

3.0 Facebook and other social media sites

3.1 The simple rule with regard to activity on the school's social media sites is that we trust you until you break our trust, then you are never trusted again.

3.2 This is how you can break our trust:

- You post something negative about the school or anyone in the school.
- You post up an advertisement on our wall without permission.
- You tag a photograph of a child in the school

3.3 If you break the above rules you will be banned from the school's social media for life and you will never get back no matter what.

3.4A pupil who 'likes' the school's Facebook page will be reported to Facebook. The school does not support the use of social media by primary school pupils.

3.5 Photographs and videos of pupils in the school will not be posted on social media.

4.0 Whatsapp and messaging

4.1 Whatsapp groups and other messaging can be a very useful way of communicating with parents. They are particularly useful to use when organising a specific event.

4.2 Comments that are posted on any Whatsapp or other messaging group that are defamatory to members of staff or pupils in the school will be reported directly to an Garda Síochána.

4.0 Ratification and review

Reviewed March 2019

This policy was adopted by the Board of Management on _____ (date)

Signed: _____
Chairperson of the Board of Management

Signed: _____
Principal

Date: _____

Date: _____