DRAFT

Social Media Policy

"Live as free people"

St Peter's Community School

Draft Social Media Policy

Purpose

St Peter's acknowledges that the Internet provides opportunities to participate in interactive discussions and to share information on topics of interest across a wide variety of social media platforms. However, as the content of such media is largely created by people using these sites, this poses risks for the school.

Social media Use in St Peter's refers to the means of communicating and sharing information (including text, images and video) about events, achievements, staff, students and parents of our school community onto a digital platform. Such platforms may include **Facebook, Instagram, Twitter, YouTube** and our school website etc.

The purpose of this policy is to inform staff, students and parent(s)/guardian(s) in the school what the board of management deems to be acceptable use of social media and to offer staff, students and parent(s)/guardian(s) a level of protection from any misuse of social media/internet.

Scope

This Social Media Policy document applies to:

- All staff, students and members of the board of management in St Peter's.
- Parent(s)/guardian(s) of students in the school.
- St Peter's IT resources (such as networks, computers, portable devices)
- Contract providers / visitors to the school

This policy applies to staff, students, board of management, parents, contractors and visitors which are called **"USERS"** in this policy and sets out the rules for the use of social media sites by Users communicating with and/or on behalf of the school through social media sites. Users of school social media sites such as:

- Official social media sites created by the school
- Other school profile pages created on sites such as Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.
- Personal accounts on social media sites using school systems and/or equipment.
- Personal accounts on social media sites using their own equipment and referring to the school, staff, students or parent(s)/guardian(s) associated with the school.

For the purposes of this Social Media Policy:

- Staff means all teachers, (including PME students) SNA's, clerical, caretaking and cleaning personnel working or employed in St Peter's.
- Student means all students in St Peter's
- Members of the board of management means all current members serving on the board.
- Parent(s) / guardian(s) means a parent(s) or guardian(s) with a child in the school
- Contractor(s) or visitor(s) that are given access to the school's IT resources and the school's internet or social media sites are covered by this policy

Supporting Policies in St Peter's

- Data protection Policy
- Acceptable Use Policy

Social Media Policy

- Code of Behaviour (mobile Phone rules)
- Bullying Policy
- Child Protection Policy

Social Media Usage Policy

Users must at all times use social media sites in a responsible manner, **having due regard to the rights and reputation of the school and of others**. In particular, users are required to comply with the following rules:

- Users should not use social media sites for any purpose which is not allowed under the terms of the schools Acceptable Use Policy,
- Users should not use social media in an illegal manner, specifically in relation to: privacy rights, defamation law and data protection law.
- Users should not use social media sites to engage in any form of bullying. Users should not send emails or post comments with the intent of scaring, hurting or intimidating someone else. Behaviour which is illegal or likely to cause harassment or harm to others is completely unacceptable.
- Users should not impersonate any other person nor should users engage in trolling (i.e. intentionally insulting and harassing people via the Internet).
- When posting as individuals, user's views and comments are their own and do not represent the view of the school.
- Users should not post material which is confidential and owned by the school or which could have the effect of damaging the reputation of the school or the privacy or reputation of any individual.
- Users should not post material which would identify a student, teacher, member of the BOM, parent (e.g. comments, photographs, video clips etc.) without the express permission of the person concerned.
- Users should ensure that information posted is accurate and not misleading.
- Users should not post material for the purpose of embarrassing/ hurting / people or which will bring that person or the school into disrepute (e.g. posting negative comments about a teacher or student).
- Users should not use the name of the school, including any crests or logos, to promote their own objectives or activities without the prior permission of the school authorities.
- Users should respect school time and property: school systems and equipment are reserved for the use of staff and students for school related business, research and study.
- Students must not post material or access sites on their personal equipment such as phones and tablets during the school day while on the school premises except with the permission of the school authorities.
- Staff and members of the Board must not befriend current students on social media sites
- Users are aware that comments and content will be monitored

Social Media Sites

Social media sites, such as Facebook, Instagram, Twitter, YouTube and LinkedIn are used at the user's own risk and since the board of management of St Peter's has no control over these sites, the school cannot take any responsibility for data stored on these sites. Users should familiarise themselves with the terms and conditions governing all social media sites and adhere to these conditions, in addition to the regulations set out in this policy document. Users should ensure that they protect themselves, read and familiarise themselves with any privacy policy governing the site to ensure that they are happy with the uses and disclosures that may be made of their material.

It is recommended that users maintain the highest possible privacy settings (i.e. "private" profile on Facebook). Users should be aware that this security may not be possible on some services (such as Twitter or LinkedIn).

Think before you Post (put material on the internet)

Even where social media accounts have been deactivated, copies of user information may still remain online. Before posting content on a social media site, users should consider **the permanent online footprint they are creating in doing so and be aware that the material may be copied and or spread across the internet.** Users should think carefully about whether they are happy for their information to be made available in this manner, not just now, but into the future (such as in the context of exams, future job applications, etc.). Students in particular should not post anything online that they wouldn't want parents, teachers, or future colleges or employers to see **the potential for copying information on the Internet makes it difficult to permanently delete user information.**

Breach of Policy – Sanctions

The school takes a very serious view on malicious use of social media by staff, students or parent(s)/guardian(s) particularly if such use puts at risk, hurts or damages the staff, students and parent(s)/guardian(s) of the school or brings the school's reputation into disrepute. Users must also be aware of possible legal action against them as a result of inappropriate use of social media

Users are encouraged to be vigilant and to report any suspected violations of this Policy immediately to the Principal or Deputy Principal.

Where the school/Principal becomes aware of any suspected breach of this Policy, the school reserves the following rights:

- To remove, or require the removal of, any content which is deemed by the board of management to be in breach of this policy; and/or
- To disable any User and block access by that User to the school's network, systems, communications devices or equipment.
- To remove comments or content that includes:

  ➢ Obscene or racist content
  ➢ Personal attacks, insults, or threatening language
  ➢ Potentially libellous statements; plagiarised material; any material in violation of any laws, including copyright.
  ➢ Private personal information published without consent.
  ➢ Information or links unrelated to the content of the forum
  ➢ Commercial promotions or spam

In addition to the above, if any breach of this policy is detected, disciplinary action in the case of staff may be taken in accordance with agreed disciplinary procedures for staff as appropriate. In the case of contractors, contract termination. In the case of students, a breach of this policy will be considered a breach of the school's Code of Behaviour which may lead to the suspension or expulsion of the student(s). Students and their parents will be required to meet with any offended person, as a result of inappropriate and or hurtful material being posted on the internet.

In the case of parents / guardians / members of the BOM a breach of this policy will require the parent(s) / guardian(s) / BOM member to meet with the principal and or the board of management that may result in further action by the board.

Revisions to Policy

The board of management reserves the right at any time to revise the terms of this policy. Any such revisions will be notified to you and by continuing to use the relevant social media sites following such notification users will be deemed to have accepted the revised terms of this policy.

Social Media Policy

Social Media Site	Name	What is It?
	TWITTER	Social network that is made up of short messages and web links. Used extensively by teenagers, can share comments 'tweets'. Language is often coarse and sexual references are common as are photos. Can shock or offend.
	FACEBOOK	World's biggest social network. Used extensively buy adults and teenagers. Can send messages, photos and videos to groups or individuals
	YOUTUBE	Biggest video site in the world. YouTube largely tries to keep it clean but videos not marked private can be found and shared very easily
	INSTAGRAM	Photo and Video based social network which rivals Facebook among teenagers. It can be used easily with the iPod touch as well
	ASK.FM	Social network based on a question and answer format. Currently the most controversial of all social networks. Popular with teenage girls. Users get to ask questions of and make remarks about their peers anonymously. It has very weak controls.
	GOOGLE+	Generally used as a discussion medium for groups
	FLICKR	A huge photo storage and sharing network that is popular among teenagers into who like to snap a lot.
	MYSPACE	Social network centred around music bands. Music obsessed teenagers can follow new artists and comment among themselves. Strong language is frequently used.
	SNAPCHAT	Fastest growing picture message service. Very popular with teens. Pictures are automatically deleted seconds after been sent and received. Great concern for parents is 'sexting'
	WHATSAPP	Popular instant messaging service replacing traditional SMS texts. Free to download and use for twelve months.
	TIKTOK	Social Media Platform for creating, sharing, and discovering short videos. The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.
	IMESSAGE	Apple's mobile instant messaging service. An alternative texting service that doesn't require a separate account (such as Facebook or twitter). Popular with iPod and iPad users.
	BEBO	Revamped social media site. Bebo is on the way back and the site has a more adult feel. It was a hotbed for cyber bullying but may be a different proposition now
	VIBER	Online phone and messaging service. Viber allows free calls and texts over the internet.
	REDDIT	Reddit a large group of forums in which registered users can talk about their hobbies including technology, music, comics etc. users share news and content and comment on other people's posts.
	DISCORD	A group chatting platform originally built for gamers. Now it includes free voice, video and text chat app used by millions of 13+ to talk and hang out with their communities and friends.
	VSCO	VSCO is popular image editing and sharing app for mobile devices. Like other image sharing apps such as Instagram, VSCO provides editing features and filters, and allows users to share their pictures with other members on the platform.

Social Media Policy

	ROBLOX	It is described as a site created for gamers by gamers. The other main function of the platform is socialising, users are encouraged to make friends with other online players. The site allows users to "Imagine, socialize, chat, play, create, interact and relate with others in many ways." The Roblox Suite allows gamers to create their own game or create another world with friends or 'virtual explorers'.

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