



# GUIDELINES FOR MANAGING SCHOOL SOCIAL MEDIA PLATFORMS

Social media is the collective term referring to the school's social media accounts including at present, Facebook, Instagram and Twitter. These guidelines also extend to cover any additional platforms which may be used in the future.

Breaches of these guidelines will be investigated, and the school retains the right to take disciplinary action.

## **Applies to all Staff**

The school recognises that staff use social media platforms as part of their daily lives. Staff should always be mindful of what they are posting, who can see it, and how it can be linked back to the school and work colleagues.

All staff should be aware that the school may carry out monitoring on the internet and social media platforms so to keep abreast of general internet commentary, school presence and public perceptions. The school does not specifically monitor social media sites for staff content, however staff should not expect privacy in this regard. The school reserves the right to utilise for disciplinary purposes any information that could have a negative effect on the school or its staff and students, which management comes across in regular internet monitoring, or is brought to the school's attention by staff, volunteers, parents, students or any other individuals.

All staff are prohibited from using or publishing information on any social media sites, where such use has the potential to negatively affect the school or its staff and students. Examples of such behaviour include, but are not limited to:

- publishing material that is defamatory, abusive or offensive in relation to any staff, student or any other individual affiliated with the school;
- publishing any confidential or sensitive information about the school;
- publishing material that might reasonably be expected to have the effect of damaging the reputation or professional standing of the school.

## **Rules Regarding Usage**

All staff engaged in managing the school's social media platforms must adhere to the following at all times:

1. Ensure you check with the school secretary to identify any students whose parents have not consented to the use of photos. This is especially relevant to new incoming first year students, as consent for all other students will be collected upon registration with the school.

2. Only use devices provided by the school to store data to be used on social media platforms such as images and videos.
3. Devices containing content to be used for social media such as images and videos of students, should be stored at the school. On occasion, if these devices are brought home by staff for a particular reason, such as directly following attendance at an event, they must be stored securely and never accessed by unauthorised individuals for any reason.
4. Staff must never publish inappropriate content on the social media platforms. Such content may include but is not limited to:
  - Defamatory, derogatory or slanderous comments
  - Comments or images of a sexual nature
  - Any images or comments that may be construed as inappropriate
  - Any details that could have the potential to negatively affect the school or its staff and students
5. Ensure all content is consistent with how you and your fellow staff conduct yourselves in school and in line with the professionalism expected of any teacher.
6. You must ensure not to breach any school policy, such as breaching confidentiality or bringing the school into disrepute in any way.
7. When possible, check with students prior to the posting of images or videos.
8. Be respectful at all times, in both the content and tone of what you say. Show respect to your audience, your colleagues and students. Do not post or publish any comments or content relating to the school or its staff, which would be seen as being in conflict with the school's ethos.
9. Once in the public domain, content cannot be retracted. Therefore, always take time to review your content in an objective manner before uploading. If in doubt, ask someone to review it for you.
10. If you make a mistake, be the first to point it out and correct it quickly. You may factually point out misrepresentations, but do not create an argument.
11. It is very important that staff immediately report any inappropriate activity or behaviour regarding the school, its staff, students or third parties. All allegations made in good faith will be fully and confidentially investigated. You are required to cooperate with all investigations of alleged violations.
12. Social media platforms are not suitable for engaging with students or parents on general school matters and you must never interact with comments from staff or students that address more private school matters.
13. If you are in any way unsure about a publicly posted comment by a third party, then remove it immediately.

14. In the event that you receive a request from a student to delete a photo or any posting that contains their personal data, you must comply with this immediately and remove the posting.
15. Do not interact with students directly on the school's social media platforms or send any messages directly to students, parent or any other individuals.

### Enforcement

Non-compliance with the general principles and conditions of these guidelines may lead to disciplinary action.

These guidelines are not exhaustive. In situations that are not expressly governed by these guidelines, you must ensure that your use of the school's social media platform is at all times appropriate and consistent with your responsibilities towards the school. In case of any doubt, you should consult with the principal.