

Loreto Secondary School, Wexford



Social Media Policy

School Social Media Policy:

Mission Statement

Truth, freedom, justice, sincerity and joy – as relevant today in Loreto, Wexford as for Mary Ward in 1609.

1. Purpose

This policy outlines the principles and procedures governing the use of official school social media platforms. Its aim is to ensure that all online communication reflects the values of Loreto Secondary School, Wexford while protecting the privacy and dignity of students, staff and the wider school community.

2. Scope

This policy applies to all official social media accounts managed by the school, including:

- **Instagram**
- **Facebook**
- **BlueSky**
- **TikTok**

It also applies to any content created or shared on behalf of the school whether by staff, students or external partners. It is subject to change as legislation changes in this area.

3. Guiding Principles

1. Professionalism and Positivity:

All content must uphold the school's ethos, mission and reputation. Posts should celebrate learning, achievement, creativity, inclusion and community engagement.

2. Respect and Sensitivity:

The tone of all communication should be respectful, inclusive and appropriate for a school audience. Comments or replies must never be argumentative, sarcastic or critical of individuals or groups.

3. Data Protection (GDPR Compliance):

- Personal data, including student names, images or video content, must only be shared with explicit consent from parents/guardians (for minors) or from the student if over 18.
- Consent forms will clearly state how images and content may be used.

- Data will be securely stored and used only for its intended purpose.
 - No sensitive personal information will ever be shared publicly.
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4. Content Guidelines

- Photographs, videos and written content must reflect the values of the school and portray students and staff in a positive and appropriate manner.
 - No content will be published that could embarrass, endanger or misrepresent any member of the school community.
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5. Student Rights

If a student requests that a photograph, video or comment featuring them be deleted, this must be done promptly and respectfully.

- Requests can be made directly to the Social Media Manager or to any member of staff.
 - Once verified, the content will be removed from all platforms within a reasonable timeframe (ideally within 24 hours).
 - The student or their parent/guardian will be notified once the content has been deleted.
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6. Roles and Responsibilities

- **Social Media Manager**
 - Oversees all official social media activity.
 - Ensures posts align with school policy and GDPR regulations.
 - Responds to messages, comments and content requests professionally and in a timely manner.
 - **Principal / Deputy Principal**
 - Approves major campaigns or sensitive content.
 - Provides oversight and ensures compliance with data protection laws.
 - **Staff Members**
 - Must not post on official accounts without authorisation.
 - Should refer any content ideas, photographs or event updates to the Social Media Manager.
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7. Interaction and Moderation

- Comments that are abusive, offensive or unrelated to the post will be removed.
 - The school reserves the right to block or report users who post inappropriate or harmful content.
 - Direct messages will be monitored and sensitive matters will be redirected to appropriate school communication channels.
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8. Privacy and Security

- Accounts will be managed using secure passwords and two-factor authentication.
 - Access will be limited to authorised personnel.
 - All devices used for managing social media must be protected by school-approved security measures.
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9. Breaches of Policy

Any breach of this policy, including unauthorised posting or misuse of school accounts, will be taken seriously and may result in disciplinary action under the school's Code of Behaviour or staff policies.

10. Review and Updates

This policy will be reviewed periodically or as required to ensure ongoing compliance with GDPR and best practices in digital communication.

Contact

For questions or requests related to school social media please contact: **Social Media Manager – Loreto Secondary School, Wexford**

Email: endaosullivan@loretowexford.com

This policy was adopted by the Board of Management on 20 April 2026 and will be reviewed periodically.

Signed: Edward Lyons

Edward Lyons, Chairperson, Board of Management.

Signed: John Mc Ginnity

John Mc Ginnity, Principal.