



Gaelscoil Dhroichead na Banndan Social Media Policy

Uimhir Rolla: 20025E | www.gsbandan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
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Rev. No.: 1 Page No: 1 of 9

1. PURPOSE

This document sets out the Social Media Policy for Gaelscoil Dhroichead na Banndan. This policy should be read in conjunction with the school's Acceptable Usage Policy, the Child Safeguarding Statement, the GDPR Policy and the Anti-Bullying Policy.

2. SCOPE

This policy covers the use of all social media platforms used by students, teachers, staff, parents, guardians and carers which said platforms may be connected in any way to the running of and/or activities within the school. All those connected to the school should bear in mind that the information they share through the use of social media platforms, even in a private setting, are subject to copyright, data protection, freedom of information and defamation laws and policy.

The term "staff" in this policy refers to all those employed by the school or hired by the school for any purpose.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, etc.);
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.);
- Instant messaging sites (eg. Whatsapp)

- Flag).
- Official School Website
 - Online Applications for Primary School Initiatives (e.g. Green Flag, Active Flag, Yellow Flag).
 - Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, etc.);
 - Image sharing platforms (e.g. Instagram, Snapchat, etc.);
 - Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Live, etc.);
 - Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.);



Gaelscoil Dhroichead na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbandan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 2 of 9

- Instant messaging (e.g. SMS, Skype, WhatsApp, Viber, etc.);
- Online forums;
- Any other online technologies that allow individual users to upload and share content.

3. INFORMATION

3.1 Introduction

Social Media is defined as websites that enable people to communicate with each other in a virtual context. The school recognises that we are living in a technological age; an age where much of our communication is done via digital technology. Unfortunately, there is scope to use social media in irresponsible and inappropriate ways. The school therefore recognises the need to ensure that Gaelscoil Dhroichead na Banndan uses social media in ways that are safe, responsible, that protect both the students' and teachers' confidentiality and that protect the reputation of the school. The creation of this policy was a collaborative process

involving the school team, the school principal, An Foras Pátrúnachta and the Board of Management in March 2024.

3.2 Aims

Gaelscoil Dhroichead na Banndan aims to protect the well-being of its students and staff by providing a safe and nurturing environment at all times. The Board of Management has drawn up this Social Media Policy as one element of the school's policies and plans. • To ensure safe use of social media in the school community;

- To ensure a consistent approach regarding social media use in the school;
- To protect the confidentiality of students, their families and school staff;



Gaelscoil Dhroichead na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbandan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 3 of 9

- To ensure that the school is not vulnerable to legal risks with regards its use of social media;
- To ensure that the school's reputation is not damaged through its use of social media;
- To act as a guide for the school's team for using social media professionally;
- To clarify the use of social media by the school;
- To outline what is considered inappropriate social media use in the school.

3.3 Procedures/Guidelines

3.3.1 School's Use of Social Media

In Gaelscoil Dhroichead na Banndan, the school uses social media to:

- To communicate with families that are members of the school community presently;
- To communicate with prospective families;
- To communicate with organisations involved with projects being undertaken by the school, for example, 'Active School'.

Among the content that the school uploads to social media is:

- Educational content that supports parents;
- Photographs of pupils enrolled in the school and school staff partaking in school activities in school;
- Videos of pupils enrolled in the school and school staff partaking in school activities in school;
- Photographs of pupils enrolled in the school and school staff partaking in activities organised or run by the school in other locations;
- Videos of pupils enrolled in the school and school staff partaking in activities organised or run by the school in other locations;
- Photos carried out by a professional photographer or videographer employed by the school to photograph school events;
- Videos carried out by a professional photographer or videographer employed by the school to record school events;
- Information about school activities;
- Examples of student's work (for examples, art or project or writing);
- Information about the school;



**Gaelscoil Dhroichead
na Banndan**

Social Media Policy

Rev. No.: 1 Page No: 4 of 9

- Share information with parents of children enrolled in the school, for example, booklists, school calendar.

3.3.2 Correct Use of Platforms

Users must not use platforms related to the school in any way:

- To publish any content which may result in criminal action and/or civil actions for • defamation, discrimination, breaches of copyright, data protection or other claims for damages;
- For promotion of financial interests, commercial ventures or for personal campaigns.
- To air grievances;
- To publish content that could amount to bullying, harassment, discrimination or victimisation;
- To discuss or give advice on any school related matters, teaching methods, school policies, staff, pupils or parents;
- To publish any content that may have a negative impact on the school's and/or the staff's reputation;
- To publish the school logo without the express written permission of the Principal / Board of Management;
- To circulate, publish, promote or advertise any information whatsoever to do with school matters such as fundraising events or activities without the permission of the Principal and, where applicable, without the ratification of the Board of Management of Gaelscoil Dhroichead na Banndan.

3.3.3 Staff use of social media

- Staff should not identify themselves as a representative of the school;



na Banndan

Uimhir Rolla: 20025E | www.gsbannan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 5 of 9

- No member of staff should interact with any ex-pupil in the school on social networking sites who is under the age of 18;
- No member of staff should interact with any pupil of the school on social media who is under the age of 18;
- It is illegal for an adult to network, giving their age and status as a child.

3.3.4 Pupils' use of social media

- No pupil may access social networking sites during the school working day
- The use of smart mobile phones or any similar communication devices are prohibited in the school unless there are exceptional circumstances and only then with the written permission of the Principal.
- No pupil should attempt to join a staff member's areas on networking sites. If pupils attempt to do this, the member of staff is to inform the Principal. The child's parents will be informed.
- No school computers are to be used to access social networking sites at any time of day;
- Any attempts to breach firewalls will result in a ban from using school ICT equipment other than with close supervision;
- Any improper contact or cyber bullying of any kind should be reported to the class teacher / Principal as soon as it happens;
- The Board of Management have zero tolerance to cyber bullying.
- No pupil may upload content to YouTube, Vimeo, Snapchat, Facebook, Twitter

WhatsApp, TikTok or alternative sites, of themselves and /or other pupils while on the school grounds, on school trips, and/or whilst in school uniform.



Gaelscoil Dhroichead na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbanndan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 6 of 9

3.3.5 School's Social Media sites

Staff members participating in social media for work purposes are expected to demonstrate the same high standards of behaviour as when using other media or giving public presentations on behalf of the school.

Any social media sites linked to Gaelscoil Dhroichead na Banndan must be clearly demarcated with the school logo or name to ensure transparency and confidence in the site. Currently, Gaelscoil Dhroichead na Banndan has an official school Twitter account and an official Facebook account and an official Instagram account and an official school website.

When a staff member uses a personal device to capture or upload a video/photograph, after the photographs and/or videos have been uploaded to the school's social media site(s), the staff member will delete the photographs and/or videos from their personal device. Staff members may send the photographs/videos to another member of staff for the sole purpose of being uploaded to the school's social media site(s) via Whatsapp/email.

Information provided must be worthwhile and accurate; what is published on the site will reflect on the school's image, reputation and services.

Staff must stay within the law and be aware that child protection, privacy, data protection, libel, defamation, harassment and copyright law may apply to the content of social media.

Staff members must respect their audience and be sensitive in the tone of language used when discussing topics that others may find controversial or objectionable.

The Principal, and website administrators, must take overall responsibility to ensure that enough resources are provided to keep the site refreshed and relevant. It is important that enough staff members are trained and are able to maintain and moderate a site in case of staff absences or turnover.

Moderation of content on the schools' social media sites:



Gaelscoil Dhroichead na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbandan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 7 of 9

- Sites created for the use of Social Media must have the strongest privacy settings to prevent breaches of confidentiality;
- Pupils and other participants must not be able to be identified; it is paramount that student names are not used in posts or visible on any photographs;

- The content and postings on the school’s Social Media must be moderated. Moderation is the responsibility of the Principal and website administrators who run the sites. It is important that there are enough approved moderators to provide cover during leave and absences so that the site continues to be moderated;
- Comments, posts or behaviour likely to cause extreme offence (racist, homophobic insults) or likely to put a young person at risk of harm, will not be tolerated and are illegal.

3.3.6 Breaches of this policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of the School or any illegal acts or acts that render the School liable to third parties may result in legal action, disciplinary action or sanctions in line with the School’s policies.

3.3.7 General Data Protection Regulation (GDPR)

Staff, parents and visitors to the school are reminded that the taking of images/video of children on school premises and/or during school events/performances is a contravention of General Data Protection Regulation (GDPR) legislation. Posting of such images/recordings on social media is also not permitted.



Gaelscoil Dhroichead na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbannan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

To protect Gaelscoil Dhroichead na Banndan's school community the school will not upload private information onto social media sites. This means that the school will never upload conversations, names, addresses or phone numbers onto social media sites. The school will never upload photographs to social media of any pupil whose parents have decided not to give the school permission to do so. This includes instances where a pupil is in a group/team photograph. To protect the child's sense of inclusion, the teacher will arrange the pupils with the child without permission at the edge of the photograph so he/she can later be cropped out before publishing on social media site(s) where possible or cover the child's face using technology. This policy will be available for parents to view on the school website. If a parent/guardian does not want the school to upload photographs or videos of their child to the school's social media sites they do not tick the permission box sent to them via Aladdin when they start their journey with us in Gaelscoil Dhroichead na Banndan in Junior Infants. If a parent/guardian does tick the permission box on Aladdin they therefore give permission for their child/children to be included for the social media use outlined in this policy. If a parent/guardian changes their mind having previously given permission via Aladdin, they must let the school know via email. Professionalism is central to the school and of course no employee of the school is allowed to upload a photograph of pupils onto their own personal social media accounts.

3.3 Review of Documentation

The policy will be subject to evaluation/review on an annual basis and amendments may be made to the policy in light of:

- Revised/New DES Circulars and Guidelines.
- Advancement/changes in technologies/social media platforms etc.

The Principal will report to the Board of Management at least once each year to assess compliance with school policy.



Gaelscoil Dhroichead

na Banndan

Social Media Policy

Uimhir Rolla: 20025E | www.gsbannan.ie

Ref. No.: PO.35	Issue Date: 19-Jun-24
-----------------	-----------------------

Rev. No.: 1 Page No: 9 of 9

4. APPROVAL INFORMATION

The Policy was ratified by the Board of Management on DD-MMM-YYY. This policy will be reviewed on an annual basis.

5. REFERENCE DOCUMENTATION

N/A

6. APPENDICES/DIAGRAMS

N/A

