

Scoil Phroinsiais Naofa Primary School Facebook Page Guidelines

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1. Overview

- 1.1. These guidelines set out how the school will present information on Facebook and how parents, students and citizens must behave in their comments and reactions. They describe the rationale for the guidelines, appropriate posts and the methods of monitoring and responding to posts.
- 1.2. Scoil Phroinsiais Naofa Facebook Guidelines provide a framework for effective and respectful communication that: -
 - is a positive publicity point for the school to the greater community
 - promotes positive communication between the school and families
 - streamlines communication
 - shares information and updates about the school and community
 - informs and reminds parents/carers of upcoming events and their details
 - provides immediate updates and information about unexpected happenings
 - shares student work and school successes.

2. Rationale

- 2.1. Scoil Phroinsiais Naofa Primary School believes effective communication between members of the school community is fundamental to: -
 - supporting student learning and welfare
 - encouraging positive partnerships and participation
 - supporting family participation through timely action.
- 2.2. Facebook as a communication medium has a unique set of requirements to ensure safe and appropriate use of content by all users.

3. Procedures

- 3.1. Communication via the Scoil Phroinsiais Naofa Primary School Facebook page will provide the following types of information: -
 - sharing of student work
 - provide discussion questions

- sharing programs that are working well in cohorts
- promoting Positive Behaviours for Learning
- promoting Professional Learning Communities
- sharing special visitors/visits
- reminders, updates, news:
 - Swimming , Athletics, Coaching etc.
 - Book Week, Reconciliation Week
 - reminders about assemblies, school photo day, excursions
 - extra curricular celebrations (sports days)
 - reminders about school uniforms
 - notes to be returned
 - general messages (Happy Holidays, have a great break, public holidays)
 - reminders about parent information nights and general school/community outreach events
 - reminders about Parent Council events – Trivia, Christmas Parties, Walk-a-thons - welcome new staff/farewells.
 - Resharing posts from other organisations which are related to our school.

3.2 Facebook Administrator Responsibilities: -

- Staff and school groups who would like to share posts, reminders and events on the page can email the account with information they would like uploaded to the staff members who run the page
- The page will be active at all times and monitored at regular times by the Facebook page administrators
- Deleting content that contravenes these guidelines.
- Monitoring comments and posts.
- Only post photographs of children whose parents have given permission for their photo to be published.
- Faces of children who are in a photo but who have not given permission may be published as long as their face is blurred or obscured . For example in a team photo or class photo, the team photo would be published but the children who we have not received permission for , will have their photo obscured or blurred.

3.3 Community /Parent responsibilities-

By posting comments on the Scoil Phroinsiais Naofa Primary School Facebook Page you are agreeing to adhere to the following: -

3.3.1 *protecting your personal privacy and that of others*

- when making a comment do not include any private or personal information about yourself or other people. Private and personal information includes details like your home address, your email account, phone numbers, banking details etc.

3.3.2 *ensuring you have permission to post images, videos, links or other resources*

- when posting information, documents, videos or images to the page make sure you own the copyright or have permission from the content author to use their materials

- when people, places or property are identifiable in a video or photo ensure you have the correct permissions and personal releases to post the content online

3.3.3 *being respectful of other people's experiences, cultures and community opinions*

- do not abuse, harass or threaten others
- do not make defamatory, slanderous or comments of a personal nature about individuals, cultures, places or nations
- do not use insulting, provocative or hateful language about individuals, cultures, places or nations
- do not use obscene or offensive language
- do not make comments that racially or religiously vilifies an individual or nation.
- do not make comments which may incite, induce or aid violence, discrimination, harassment, victimisation or hatred towards individuals or nations
- do not incite, encourage or make reference to conduct that may constitute a criminal or civil offence.

3.3.4 *posting information that is relevant to the forum, page or discussion topic*

- make sure your comments and input is relevant to the issue that's being consulted on and discussed
- represent your own personal views or that of an organisation you're authorised to represent – do not impersonate or falsely represent any other person.

3.3.5 *not posting material that is defamatory or in breach of any law.*

3.4 **Additional moderation considerations**

- Comments that promote commercial, business or political party interests may be subject to moderation.
- The posting of weblinks, videos or images without a comment or context may be considered as 'spam' and will be subject to moderation.

Please make sure your comments are appropriate before submitting them. Inappropriate comments could be anything that is:

- inclusive of photos of students or teachers (even with permission) – This is in connection to the Scoil Phroinsiais Naofa Primary School Photo and Video Guidelines
- inclusive of information identifying student or teacher identities and/or contact information
- off-topic or spam
(Posts that are considered 'spam' and all content that breaches Facebook's independent policies and statement of rights and responsibilities will be removed)
- soliciting funds, goods or services, or advertising
- racially, ethnically or religiously offensive
- defamatory
- threatening, harassing or abusive
- obscene, profane or vulgar
- illegal or encouraging of criminal acts
- known to be inaccurate or contains false attribution

- infringing on copyright, trademark or any other rights of others •
- impersonating anyone else (actual or fictitious).

3.5.4 Please note that any posts deemed inappropriate will be deleted.

Scoil Phroinsias Naofa reserves the right to ban users from their page if an unsuitable comment from a parent or member of the school community / follower of their page is posted.

3.6 Disclaimers

- Facebook Accounts for Scoil Phroinsiais Naofa Primary School are maintained
- A 'like' or reaction by a school account does not reflect an official school review
- A 'like' or reaction by a Facebook 'fan' of a Scoil Phroinsiais Naofa post does not reflect an endorsement by the school of that Facebook user .
- Where links are provided to external websites it is done as a convenience to users and may not be under Scoil Phroinsiais Naofa Primary School's control. Scoil Phroinsiais Naofa Primary School does not take responsibility for the content or reliability of external links, or for any loss or inconvenience arising from their use.
- Scoil Phroinsiais Naofa Primary Schools' social media accounts are open for public comment but does not endorse, and is not accountable for, any views expressed by third parties using social media, external content, links and views are those of the original author.
- Please be aware that all websites and social media sites are public spaces on the internet. Most interactions are publicly viewable, can be traced back to their origin and are searchable over time.
- When the community uses Facebook they are using an external site. Facebook has its own guidelines and legal policies and the community are bound by their terms and conditions of use. Scoil Phroinsiais Naofa Primary School encourages everyone to read the information posted on the sites before participating in Facebook.

4. Complaints

4.1 Any concerns about the application of this procedure or the procedure itself, should be `raised by :

- Emailing your complaint or query to office@stfrancisbns.ie

5 References

5.1 Definitions

5.1.1 'Community' refers to parents and carers, students, staff and other stakeholders such as Board members or other members of the local community and followers of facebook page.

5.1.2 'Families' refers to parents and carers of students

6. Related Policies and Documents - Link to related policies or other documents.

- Scoil Phroinsiais Naofa Primary School IT Policy
- Scoil Phroinsiais Naofa Primary School Photography and Video Guidelines

