



SCOIL NIOCLÁS NAOFA

Dunmore, Co. Galway.

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Roll No: 19744G

Facebook Policy

Introduction

The purpose of maintaining an online presence on Facebook is to keep the school community up to date with the social calendar of the school. The school facebook page allows us to feed information, news and notices directly into the personal news feeds of parents and the wider school. It also enables us to quickly publicise school events and increase awareness around school fundraising activities. It can raise the profile of the school in the local community for existing families and potential new admissions.

Aims

The aim of this policy is to ensure that the school Facebook page is a positive reflection of the many things happening in our school and provide guidelines on the safe and responsible use of the school Facebook page. This policy mirrors the current Acceptable Usage Policy and is implemented in addendum to this and other relevant school policies.

Roles and Responsibilities

Responsibility for the administration of the school Facebook page lies with the Board of Management. The Board of Management will appoint the Principal and a member of staff to act as Facebook page administrators on its behalf, known as the 'Administrator'. The Administrator will remove any post or comment at the request of the Board and provide access to the Board if deemed necessary. It is the responsibility of the Administrator as well as every member of the wider school community to ensure that any content they post on the school Facebook page is in line with the guidelines laid out in this policy and other relevant school policies.

Community Responsibilities

By posting comments on the Scoil Nioclás Naofa Facebook Page users are agreeing to adhere to the following: -

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.

Ensuring you have permission to post images, videos, links or other resources

- Do not post photos of the pupils, teachers or non-teaching staff at Scoil Nioclás Naofa

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.

Posting information that is relevant to the forum, page or discussion topic

- Make sure your comments and input is relevant to the post uploaded
- Represent your own personal views or that of an organisation you're authorised to represent – do not impersonate or falsely represent any other person.
- Not posting material that is defamatory or in breach of any law.

Policy

1. Posts and Comments

- Postings on the school Facebook page will include, but will not be limited to, updates on the following: - Dates for your diary - Parents Association Activities - Sports activities such as GAA, soccer, chess, basketball etc - After school clubs, Quizzes.
- The Administrator will communicate in a positive, accurate, respectful and responsible manner. They will uphold and promote the values and ethos of the school at all times.
- School staff and the school Parents Association may contribute to the school's Facebook activities by providing content for the page to the Administrator. ·

- All parents, guardians and members of the wider school community are also welcome to like, share and comment on postings. We would request that they do so in a similarly positive, respectful and constructive manner.
- The page is a public page. Therefore, only information intended for general public knowledge should be posted.
- If followers have any specific concerns, particularly related to their own or other child/children, we ask that they do not post these on the page timeline and encourage them to speak directly to the class teacher.
- Users will not mention or comment on individual staff members in a negative light on school Facebook page.

1. Photographs and Videos

- Parents are asked to fill in a permission form for the school to use photographs of their child and/or their child's work on school publicity materials including the school Facebook page
- Photographs of children or their work will not be posted on the page unless parents have provided written permission.
- Only authorised Administrators has permission to upload photographs and videos to the page. This is because they are aware of the parental permissions held by the school.
- No-one else is permitted to post any photographs or videos on to the page. The setting allowing people to post or tag photos will be turned off.
- Where consent has been provided, photographs of children will preferably be taken and posted using a school device. If a school device is not available, the Administrator may use their own personal device to take and post photographs. In this event, photographs of children will be deleted from the device immediately after posting.

2. Site Moderation

- The page will be moderated daily by the Administrator(s) appointed by the Board of Management.
- The Administrators can be contacted by sending a private message to the page. All visitors to the page are asked to inform the Administrator immediately of any inappropriate comments or behaviour.
- The page profanity filter will be set to strong.
- All comments and messages on the page will be monitored. The Administrator will endeavour to respond to all requests or messages on Facebook in a timely manner.

However, the school office remains the primary point of contact for all general queries.

3. Misuse

- In the event that an inappropriate or offensive comment is made by a member of the school community it will be recorded by the Administrator (screen shot), deleted and brought to the attention of the Board of Management. The Board of Management will contact the individual(s) involved to explain why their comment/behaviour is inappropriate or offensive and inform them that it has been removed.
- In the event that a child or staff member is described or named (whether in the main post or within comments), it will be recorded by the Administrator (screen shot), immediately deleted and brought to the urgent attention of the Board of Management.
- In the event that an inappropriate or offensive comment is made by someone who is unconnected to the school, the Board of Management will respond accordingly. The response will depend on the content of the post but may include contacting the user via private message, deleting the comment and banning the user, or reporting the post to relevant external bodies.
- If any individual makes inappropriate comments more than once, the Board of Management has the discretion to ban the offending individual from the page and (where appropriate) report the offender to relevant external bodies. In some cases the ban may be for a first offensive comment.

4. Restrictions

- The page is designed as a communication tool to engage with parents and guardians. It is therefore restricted to people over 18 years of age.
- The Board of Management authorises the Administrator to remove or ban any followers that are known to be under 18 years old.
- Facebook lists a minimum age requirement of 13 and all parents are reminded that children under the age of 13 should not have a Facebook account. Where parents choose to show relevant content on the school page to their children through their own accounts we would ask them to be vigilant and to ensure that their children are not accessing Facebook unattended.
- Please do not screenshot, download, or share any photos from the school's Facebook page. These images are shared for viewing purposes only to protect the privacy and safety of our students and families.

5. Implementation Date

This policy will come into effect from November 2025.

6. Review & Ratification

This policy will be reviewed and updated as necessary.

Signed: Albert Comer Date: 4/11/25

Albert Comer

Chairperson, Board of Management

Signed: Fergal O' Doherty Date: 4/11/25

Fergal O' Doherty

Acting Principal

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