

# Presentation Secondary School

## Social Media Policy

This policy governs the publication of and commentary on social media by all members of Presentation Secondary School, Mitchelstown

### **Definition of Social Media**

The term 'social media' covers a broad range of software applications. For the purposes of this policy, social media means any facility or online publication and commentary including blogs, wikis and social networking sites such as Facebook, LinkedIn, Twitter, Flickr and YouTube. It also covers all kinds of content that is shared online including text, photographs, images, video and audio files.

This policy is in addition to, and complements, any existing or future policies regarding the use of technology, computers, e-mail and the internet.

### **Rationale**

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with students, parents, colleagues and the world at large. Modern students have grown up in a digital world. The creation, editing and sharing of digital content comes easily to students but occasionally so too does inappropriate and irresponsible use of these social media.

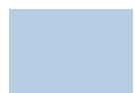
This policy aims to ensure the safe and responsible use of social media by all members of the school community. This is necessary in order to protect students, staff and the good name of our school.

### **Aims:**

This policy aims to:

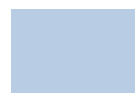
- Produce a set of strategies for students that will allow them to use social media safely and responsibly.
- Protect the integrity and good name of all members of the school community from online abuse.
- Outline behaviours which are unacceptable and the consequences for these.
- Provide guidance for staff on the appropriate use of social media.

### **Policy Content**



1. Strategies to be highlighted to students to enable the safe and responsible use of social media

- Use strict privacy settings.
- Review all of the options on your privacy settings page. Many sites default settings tend to keep information public until a user makes it private (although Facebook is a little stricter with minors' accounts). **Friends Only** is a good choice for most items, but you can be even more selective.
- Be selective and control what you post.
- Be selective about what you share by customising the recipients of your posts. Activities on Facebook, including the apps students use and games they play, can be viewed by others. Remember: Everything online happens in front of a vast, invisible, and often anonymous audience. Once something is out there, it doesn't go away as it can be copied and forwarded easily and quickly.
- Everything leaves a digital footprint. As a rule of thumb if you wouldn't be comfortable posting something (pictures comments etc.) on a noticeboard in the school corridor then don't post it online.
- You should never post personal details such as your phone number, email address or home address.
- Remember that irresponsible online behaviour can damage your real life reputation.
- Be selective with friends. Be careful who you make friends with online. In general, it is better to restrict friends to people you know and trust in the real world.
- Pre-approve tags. Choose the settings that allow you to see everything you've been tagged in (including photos) before the tag links to your page.
- Use notification settings. You can tell Facebook that you want to be notified of any activity performed on your name, including photo tags.
- Never post your location. Facebook lets users post their location on every post. Students should not do this for safety and privacy reasons. Students can also "tag" their friends' location but you can prevent anyone from tagging your location in the [How Tags Work](#) section.
- If something has been posted that upsets you – tell someone.
- If someone is bullying you online, you should:
  - As in all cases of repeated unwanted aggression, you should tell your Class Tutor, Year Head, the Deputy Principal or Principal or any teacher in the school.
  - Keep and save any bullying emails or images you have been sent.
  - Take a screenshot of any comments that are threatening.
  - Make a note of the time and date that messages or images were sent, along with any details you have about the sender.
  - Not reply to any bullying messages or get into any online arguments.



## Using Social Media on your Mobile Phone

- If your profile is linked to your mobile phone, you should use the website's privacy settings to ensure that your phone number is not visible.  
Watch the clock.
- Social media sites can be real time wasters. Hours and hours can go by online – time that should be spent doing homework, studying, reading or exercising.

**Appendix A** contains links to some online resources that may be useful in dealing with the above subject in class.

**Appendix B** contains information on reporting inappropriate use on the Facebook site.

## 2. Unacceptable uses of Social Media sites and their consequences

Unacceptable use of Social Media sites will include:

- Sending or posting discriminatory, harassing, or threatening messages or images that may cause harm to any member of the school community.
- Forwarding or 'Liking' material that is likely to cause offence or hurt to a third party.
- Sending or posting messages or material that could damage the school's image or reputation.
- Creating a fake profile that impersonates any another member of the school community.
- Sending or posting material that is confidential to the school.
- Uses that violates copyright law, fail to observe licensing agreements or infringe on others intellectual property rights.
- Participating in the viewing or exchange of inappropriate images or obscene material.

While all cases involving the inappropriate use of social media will be dealt with on an individual basis, the school and its Board of Management considers the above to be serious breaches of our Code of Behaviour. Disciplinary consequences up to and including expulsion may be exercised in certain cases.

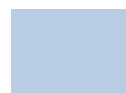
Please see the school's Code of Behaviour for information on the full range of sanctions the school employs and our appeal procedures.

## 3. Guidelines for staff on the use of Social Media sites

### Personal use of Social Media:

Use of these sites by staff in school is governed by the recently published 'Draft Code of Professional Conduct' from the Teaching Council.(Appendix C).

Staff should not use their personal profiles to conduct school business or communicate with



Students or their Parents.

#### Educational use by staff:

Social Media sites can offer educational opportunities for collaboration on projects, presentation of ideas and sharing of class materials and resources. Staff should be guided by the following principles when incorporating Social Media into their teaching:

- The educational advantage of the use of the Social Media site in question should be clear and permission sought from the school principal before use.
- Material that is confidential in nature such as student names, grades etc. should never be posted.
- Pay strict attention to intellectual property and copyright laws.
- All students participating in the online collaboration should be advised of their responsibility to use the site appropriately as per sections 1 and 2 above.
- Staff are expected to exercise sound judgement and maintain the highest professional standards while using social media in the school.

#### Roles and Responsibilities

1. The Board of Management will review the policy and ensure its development and evaluation and ratification.
2. The principal and deputy principal will be responsible for the dissemination of the policy and the application of consequences.
3. Year Heads, tutors and class teachers will be responsible for keeping records of breaches of Section 2 of the policy.
4. Class tutors will be alert to the signs and possibilities of bullying within their groups.
5. Strategies to ensure online safety will be taught as part of the SPHE anti-bullying programme.
6. Subject teachers will report any incidents of online bullying and be mindful of their obligations under Child protection Guidelines.
7. The guidance counsellor, chaplain and pastoral care team may provide support for students who have been victims on online bullying.
8. Staff will adhere to the guidelines outlined in Section 3 of the policy above.

#### Review and Evaluation

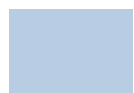
The effectiveness of this policy will be monitored by the Principal, Deputy Principal and the IT Coordinator. The policy will be reviewed annually or as needs dictate during the academic year.

#### **APPENDIX A**

Follow the links below for resources to assist in educating students on the responsible use of the Internet and Social Media.

[www.makeitsecure.org/en/young-users.html](http://www.makeitsecure.org/en/young-users.html)

[www.make-it-safe.net/](http://www.make-it-safe.net/)



www.webwise.ie/  
www.facebook.com/safety/groups/teens/  
www.internetsafety.ie/website/ois/oisweb.nsf/page/safety-en  
www.watchyourspace.ie  
www.thinkb4uclick.ie  
www.safekids.com

## **APPENDIX B**

### **Procedure for Alerting Facebook in the case of Bullying or the posting of inappropriate images.**

The link below can be used to report the above to Facebook who generally take such reports seriously and quickly remove the offensive material.

<http://www.facebook.com/help/?page=178608028874393&ref=bc>

### **Procedure for Reporting a Fake Profile on Facebook.**

The first piece of action to be taken by a person, in respect of whom a fake profile on Facebook has been set up, is to contact the Facebook Help Centre immediately and require Facebook to remove the fake profile. This can be done using the link to the Help Centre below.

Facebook state that the profile will be removed within 24 hours from notification.

<http://www.facebook.com/help/?faq=167722253287296>

### **Procedure for having inappropriate or offensive clips removed from YouTube**

YouTube may be alerted to inappropriate uses by selecting the 'Flag' option beside the clip. YouTube will then ask you to select one of six reasons why the video is inappropriate: Sexual Content; Violent or Repulsive Content; Hateful or Abusive Content; Harmful Dangerous Acts; Infringement of Personal Rights; Spam.

Once you have indicated the reason YouTube will review the clip within 48 hours and delete it if necessary

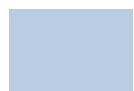
## **APPENDIX C**

### **Guidelines for staff on personal use of social media websites from the Teaching Council Code of Conduct**

Teachers shall...

3.3.6 Communicate effectively with pupils/students, colleagues, parents, school management and others in a manner that is professional, collaborative and supportive, and based on trust and respect.

3.3.7 Ensure that any communication with pupils/students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as e-mail, texting and social networking sites.



3.3.8 Ensure that they do not access, download or otherwise have in their possession while engaged in school activities, inappropriate materials/images in electronic or other format.

3.3.9 Ensure that they do not access, download or otherwise have in their possession, at any time or in any place, illegal materials/images in electronic or other format.

