

St. Fergal's N.S., Bray, Facebook Policy

1. Introduction

The St Fergal's N.S Bray Facebook Page (known as the page from here on) has been set up to maintain an online presence and its primary function is to help keep the school community up to date with what is happening in the school. It will be directly controlled and managed by two administrators; the school Principal and the HSCL teacher.

The page is designed to:

- Inform, engage and communicate with parents, carers and other interested parties.
- Recognise, celebrate and promote the work of the school and its students.
- Communicate and reinforce school policies and good practice.
- Publicise school events, and increase awareness about school fundraising.
- Provide a link to our school website where more information can be found.
- Promote our school for new or prospective parents.
- Maintain contact with past pupils or past parents.

2. Posts and Comments

- 2.1. The school Board of Management will authorise the administrators to be responsible for updating the page on a regular basis. The administrators will communicate in a positive, accurate, respectful and responsible manner.
- 2.2. Only administrators will have the capability and permission to post new information to the page.
- 2.3. Parents and carers may comment on, like or share a post. We request that they do so in a positive, respectful, and constructive manner. Inappropriate, negative or harmful comments will be removed immediately upon notification by the administrators.
- 2.4. Users cannot advertise products or services on the page.
- 2.5. Users cannot tag, post photographs or add comments that can identify individual children. This is due to data protection and the legal responsibility we have to keep children safe.

- 2.6. Followers should not ask to become 'friends' with staff members as failure to respond may cause offence.
- 2.7. If followers have any specific concerns, particularly related to their own or other children, we ask that you do not put these on the page and we encourage you to speak directly to the class teacher, HSCL teacher or the school Principal.

3. Photographs and Videos

- 3.1. Parents are asked at the beginning of the school year to fill in a permission form for the school to use their child's photograph on the internet.
- 3.2. Only authorised administrators have permission to upload photographs and videos on to the page. This is because they are aware of the parental permission held by the school.
- 3.3. Only Group photos or videos of children will be posted. No photos or videos of individual children will be allowed on the page.
- 3.4. No one else is permitted to post any photographs or videos on the page. The setting allowing people to post or tag photos will be turned off.
- 3.5. No children will be tagged or named in relation to a photo or a video directly on the page.

4. Site moderation

- 4.1. The page will be moderated by the administrators that are authorised by the School Board of Management.
- 4.2. All visitors to the page are asked to inform the class teacher, the HSCL teacher, the School Principal of any inappropriate comments, behaviours or concerns they have relating to the page.
- 4.3. The page profanity filter will be set to 'strong'.
- 4.4. The Facebook private message facility will be turned off.

5. Misuse

- 5.1. In the event that an inappropriate or offensive comment is made it will be recorded by an administrator (screenshot) and the comment will then be deleted by an administrator.
- 5.2. In the event that a child is described or named (in a post or in a comment) it will be immediately deleted upon notification to an administrator.
- 5.3. If any individual repeatedly makes inappropriate comments (two times or more) the administrators have the discretion to ban the offending individual from the page and

to report the offender to the school Principal and (where appropriate) to the relevant authorities.

6. Restrictions

- 6.1. The page is designed as a communication tool to engage with parents and carers. It is therefore restricted to people over the age of 18 years of age.
- 6.2. Where a parent is under the age of 18 years old, permission will be granted at the discretion of the School Principal.
- 6.3. The Administrators have the discretion to remove or ban any followers that are known to be under 18 years old.

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