SOCIAL MEDIA POLICY

Definition

Social media is the collective term referring to social and professional networking sites (for example Facebook, Snapchat, Instagram, LinkedIn), microblogs (such as Twitter), blogs, wikis, boards and other similar online fora and this policy extends to all such sites and incorporates any future developments of such media.

Purpose

Enable Ireland Sandymount School embraces the use of social media in support of its function as a partner in education of young people with a disability. The purpose of this policy is to define acceptable, safe and secure standards for the use and management of social media within Enable Ireland Sandymount School.

Misuse or abuse of social media can cause significant injury to third parties and can also impact negatively on the credibility of Enable Ireland and its employees. This is particularly relevant in the context of safeguarding pupils and personal information. It is the responsibility of the Board of Management to address any issues that arise in relation to breach of this policy. There is also a significant personal responsibility placed on each user.

Enable Ireland Sandymount School is supported in its aims by the IT Department of our colleagues in Enable Ireland. The school IT server is maintained and monitored by Enable Ireland IT Department.

Scope

This policy applies to all Enable Ireland Sandymount School, employees, contractors, volunteers, students, service users and other third parties that access or use social media sites on behalf of our school

This policy includes use of social media sites both on and off the school site.

This policy must be read in conjunction with the Enable Ireland Sandymount School IT Security Policy, Mobile Phone and Smart Device Policy, together with the Dignity and Respect at Work Policy, Disciplinary Policy and the Codes of Standards and Behaviour Policy.

References

HSE 2012. Social and Digital Media Policy and Guidance for HSE Staff.

YOUTH WORK IRELAND 2009. Appropriate Use of Social Networking Tools: Guidelines for Youth Work Staff and Volunteers. Irish Youth Work Press.

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Social Media within Enable Ireland Sandymount School

Appropriate Use of Social Media

- All IT resources are the property of Enable Ireland Sandymount School dedicated to achieving our educational objectives and are used for educational purposes only. Accessing social media sites during working hours on company equipment is permitted for relevant work-related activities only.

- Mobile phones are to be switched off by all staff from 9.20am to 3.15pm. No mobile phone should be visible to students at any time during the school day.

- Bus escorts may have their phone switched on however they should only be used in emergency situations. Staff are reminded that they may not use their mobile phones for any social media purposes while on school transport.

- Use of personal social media profiles must not occur during working hours but instead is authorised only during break-time and outside working hours.

- Each user is responsible for respecting and protecting the privacy and confidentiality of the information they process at all times.

- Employees are not authorised to accept friend requests from student users or past pupils when using their personal social media profiles.

- Employees must not contact pupils, past pupils or their families using their work or personal social media profile without the appropriate consents. Even with consent, employees must not post any inappropriate content on their work social media profile.

- It is not permissible to post video or photographs of students, past pupils or other staff to social media sites without the specific joint consent of the pupil or parent, staff and the School Principal.

- Confidential information regarding Enable Ireland Sandymount School practices and procedures or personal information about Enable Ireland Sandymount School pupils or employees must not be posted or discussed on social media sites, internet video hosting /sharing websites, internet discussion forums, message boards or chat rooms.

- Enable Ireland Sandymount School prohibits the use of social media in a way which a reasonable person would consider to be defamatory, offensive, harassing, discriminatory, disruptive, illegal, threat to security, waste of resources, and misrepresentation of Enable Ireland Sandymount School. This is not an exhaustive list.

- A negative, defamatory or damaging posting or communication by any user will entitle Enable Ireland Sandymount School to act accordingly. If defamatory material is posted on a social networking site, defamation claims may arise against the users.

Using Personal Social Media Profiles Responsibly

Application of student's privacy, data protection, defamation law and duty of care is required in comments that are made while off-duty and online. This applies regardless of whether you are

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commenting in a personal capacity on your personal social media profile or while identified as an Enable Ireland Sandymount School user. If you choose to identify yourself as an Enable Ireland Sandymount School user on personal social media profiles, or in your commentary on personal topics within social media sites, it is important to use common sense and be aware of the nature of your comments and their possible consequences because these comments can be attributed or perceived as the official position of Enable Ireland Sandymount School.

Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on your professionalism and your employer.

Think before you post. Anything you post that is inaccurate, unfair, or breaking our student's privacy standards will ultimately be your responsibility.

Be conscious when mixing your business and personal lives. Information originally intended just for friends and family can be easily forwarded. Students, their families and colleagues may have access to the online content you post.

Know that the Internet is permanent. Once information is published online, it is part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous.

You may come across negative posts about our School. In this instance the post in question should be forwarded to the Principal (sandymountschool.principal@enableireland.ie), whose employees are authorised to respond to comments on behalf of the School.

Personal blogs created by Enable Ireland Sandymount School employees, including microblogs such as Twitter accounts, should have a clear disclaimer that the views expressed by the author in the blog are the author's alone and do not represent the views of his/her employer. Authors should write clearly and in the first person, to clarify that the views or comments are personal.

Personal social media activities must not take place during working time.

Social media is an effective way of raising awareness for Enable Ireland Sandymount School with the general public and users are encouraged to like, follow and share the content posted on the Enable Ireland Facebook, Twitter and You Tube accounts. All content posted here has been approved and has consent to be shared on social media.

Protection from Online Abuse

- Given the nature of and the high levels of participation in social media sites such as Facebook in Ireland, Enable Ireland may, from time to time, become the victim of abuse or defamation by members of the public through comments made and published on the internet or on social networks. Where this occurs, Enable Ireland will work to support its employees in every way possible. Management has responsibility for responding to employees' concerns about co-ordinating the response to abusive online comments.

- Where employees are notified of, or are concerned about, an abusive or defamatory post, profile, comment or page relating to an Enable Ireland employee or service, this should be reported immediately to the relevant manager. The manager will arrange for the post to be

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reviewed, and where possible or appropriate, the post will be reported as abuse with the relevant site's existing reporting process. A screenshot should be recorded of the comment.

- Enable Ireland's Communications Department is available to assist line managers in responding to cases such as this, by providing access to sites such as Facebook to allow for online reporting, and also by giving advice on how to approach website or network owners and publishers directly in relation to reporting abusive content.

- Online bullying and harassment is not tolerated in any circumstances, regardless of use of personal profiles. Any such matters are addressed under Enable Ireland's Dignity & Respect at Work Policy.

Representing Enable Ireland Sandymount School on Social Media sites

The same rules that apply to our communications in traditional media, such as newspapers, television and radio, also apply in online news or social media sites or networks. All requests for interview, comments, photos or information must be referred to the School Principal.

Enable Ireland Sandymount School logos may not be used without the prior written consent of the Board of Management.

Enforcement

- Enable Ireland Sandymount School has software and systems in place that can monitor and record the use of specific IT services. Our school will co-operate with law enforcement and regulatory agencies and comply with all reasonable requests for logs, diaries and archives. Enable Ireland Sandymount School reserves the right to all records which are produced by any particular system or service and to inspect any and all files stored in private areas of our network in order to ensure compliance with this policy.

- Routine monitoring reports will be kept by Enable Ireland Sandymount School for at least 30 days after which time they will be purged or deleted. A request to monitor individual activity will be considered only in exceptional circumstances, on objective, justifiable grounds, raised through The Board of Management. Where such information gathered through monitoring will only be used for the purposes for which the monitoring was introduced, unless it is clearly in the individual's interest to do so or it reveals activities which Enable Ireland Sandymount School could not reasonably ignore.

- Enable Ireland Sandymount School reserves the right to take such action as it deems appropriate against employees / users who breach the conditions of this policy. Any users who breach this policy may be denied access to the organisations information technology resources, and employees may be subject to disciplinary action.

Review & Update

This policy will be reviewed and updated biennially or more frequently if necessary to ensure any changes to Enable Ireland's organisation structure and business practices are properly reflected in the policy.

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