

Keeping our School Happy and Safe: Use of Social Media Code of Conduct



Saint Eugene's Primary School, Tircur is committed to ensuring that the school remains a safe and happy place for all members of the school community and will move swiftly to ensure that no negative behaviour, either in person, or online undermines this purpose.

We also understand that social media has many benefits in terms of raising the profile of the school in the community, celebrating the achievements and enabling everyone to get an insight into life at Saint Eugene's P.S. Tircur. Our intent is to grow our school via the medium of social media.

The school respects privacy and understands that staff and pupils/students may use social media forums in their private lives. However, personal communications likely to have a negative impact on professional standards and/or the school's reputation are within the scope of this policy.

Professional communications are those made through official channels, posted on a school account or using the school name. All professional communications are within the scope of this policy.

Personal communications are those made via a personal social media accounts. In all cases, where a personal account is used which associates itself with the school or impacts on the school, it must be made clear that the member of staff is not communicating on behalf of the school with an appropriate disclaimer. Such personal communications are within the scope of this policy.

Personal communications which do not refer to or impact upon the school are outside the scope of this policy.

Behaviour

- The school requires that all users using social media adhere to the standard of behaviour as set out in this policy and other relevant policies.
- Digital communications by staff must be professional and respectful at all times and in accordance with this policy. Staff will not use social media to infringe on the rights and privacy of others or make ill-considered comments or judgments about staff. School social media accounts must not be used for personal gain. Staff must ensure that confidentiality is maintained on social media even after they leave the employment of the school.
- Users must declare who they are in social media posts or accounts. Anonymous posts are discouraged in relation to school activity.
- If a journalist makes contact about posts made using social media staff must follow the school media policy before responding.
- Unacceptable conduct, (e.g. defamatory, discriminatory, offensive, harassing content or a breach of data protection, confidentiality, copyright) will be considered extremely seriously by the school and will be reported as soon as possible to a relevant senior member of staff, and escalated where appropriate.
- The use of social media by staff while at work may be monitored, in line with school policies. *The school permits reasonable and appropriate access to private social media sites. However, where excessive use is suspected, and considered to be interfering with relevant duties, disciplinary action may be taken*
- The school will take appropriate action in the event of breaches of the social media policy. Where conduct is found to be unacceptable, the school will deal with the matter internally. Where conduct is considered illegal, the school will report the matter to the police and other relevant

external agencies, and may take action according to the disciplinary policy.

We ask that the St. Eugene's community accentuates the positives and brings to everyone's attention all the little things that make our school unique and special. We wish for our social media page to be used to build community spirit.

Our school is a "listening school" so any worries or concerns you have about your child or the school should be spoken about face to face with staff in school.

Children should not have access to this site as Facebook does not allow users under the age of 13.

This is a moderated group and the school reserves the right to remove any posting without warning.

In the event that anyone is found to be posting libellous or defamatory comments on any social networking site, they will be reported to the "Report Abuse" section of the site. All social network sites have clear rules about the content which can be posted on the site and they have robust mechanisms to report contact or activity which breaches this. The school will also expect that the comment will be removed immediately.

We have created a simple list of do's and don'ts to help you use this resource correctly.

Do:

Be positive- We want to celebrate the greatness of our school and community with others.

Use good judgement-Regardless of your privacy settings, assume that all the information you have shared on your social media is public information.

Be Respectful-Saint Eugene's P.S. has a responsibility to ensure that all members of the school community, be it staff, children or parents are treated with respect at all times. You cannot see a smile or understand the nuances of speech on social media. Please keep the tone of your comments positive and respectful. "Praise loudly and publicly. Criticise softly and privately."

Be Responsible and Ethical-Unless you are specifically chosen to speak on behalf of the school as a spokesperson, you should state that the views expressed in your posting are your own. If you have a worry or concern about your child you need to use the proper channels to communicate this, which means speaking to your child's class teacher in the first instance.

Don't:

Use this as a forum to ask other parents about happenings at school:

E.g. *Is swimming on tomorrow?*

This sends out negative connotations about the school's communication with you. If you are unsure about something, contact the school by phone or in person.

Talk about personal schedules or situations. NEVER transmit personal information about pupils, parents or staff-Always respect the privacy of the school community members.

Please do not "friend" school staff or be offended if a friend request is turned down. Staff are subject to an acceptable use policy and professional boundaries which places restrictions on social media use.

Post Images/Photos/Videos-It is not acceptable to post pictures of children without parents/school consent.

Posts will be removed if they are:

- Personal attacks (deemed libellous, profane, defamatory, disparaging, hateful, harassing, threatening or obscene)
- Break the law

- Fraudulent, deceptive or misleading

Saint Eugene's P.S reserves the right to suspend any user from interacting with its social media accounts for breaches of this code of conduct without any notice or explanation.

We are very proud of our school and this is an opportunity for us to showcase what our school is about and what we have to offer in St Eugene's.



Signed

Chairperson of BOG

Date
