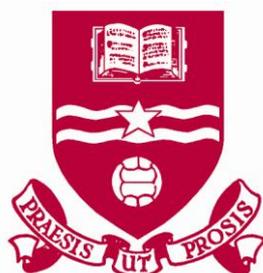


DE LA SALLE COLLEGE

**Social Media Guidelines
and Acceptable Use Policy**

2015-2016



SOCIAL MEDIA GUIDELINES & ACCEPTABLE USE POLICY ("A.U.P.") De La Salle College Waterford

1. INTRODUCTION

Social media platforms like Facebook, Twitter, Google, YouTube, LinkedIn, Snapchat, Viber and Instagram are now part of everyday communication and information sharing. De La Salle College recognises that employees use social media tools as part of their daily lives. Employees should always be mindful of what they are posting, who can see it, and how it can be linked back to De La Salle College and work colleagues.

Messages and visual images can be seen immediately by others using the internet on desktop computers, laptops, mobiles, tablets, notebook computers, smartphones and similar devices. Employees should not expect privacy around social media communication and information sharing. De La Salle College reserves the right to utilise for disciplinary purposes any information that could have a negative effect on De La Salle College or its employees whether such is seen by school management or is brought to school management's attention by employees, parents, members of the public, etc.

All employees are prohibited from using or publishing information on any social media sites, where such use has the potential to negatively affect De La Salle College or its staff.

These guidelines and A.U.P. have been developed to assist employees of the Board of Management De la Salle College Waterford, in making ethical, respectful and acceptable decisions about their online interactions in both a professional and personal capacity and to provide clear direction on the importance of protecting the reputation and confidential information of the School.

The guidelines and A.U.P. are not intended to prevent employees from engaging in social media in their personal lives but are intended to give effect to agreed professional protocols as prescribed by the Code of Professional Conduct for Teachers (Teaching Council, June 2012) which provides that teachers should:-

"ensure that any communication with pupils/students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as email, texting and social networking sites."

and

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

Given the ever developing and changing nature of social media and the internet the within guidelines and policy will be reviewed and adapted as required.

This policy should be read in conjunction with other staff policies, including but not limited to the IT, Dignity at Work, Disciplinary policies, Data Protection and Anti-bullying Policies.

2. SOCIAL MEDIA USE IN THE COURSE OF EMPLOYMENT ON A SOCIAL MEDIA SITE RELATING TO THE SCHOOL OR WHICH IDENTIFIES YOU AS AN EMPLOYEE OF THE SCHOOL

- (i) **Seek permission:** Employees should seek permission from the Board of Management and Principal before setting up / registering in the School's name on social media sites, user groups, special interest forums and bulletin boards and/or using social media for teaching and learning purposes.

- (ii) **Ownership:** All ownership rights arising from a sanctioned social media account in the name of the School are vested in the School. All IT resources are De La Salle College's property dedicated to achieving our school objectives. Inappropriate use is not acceptable. Excessive activity is not permitted. Personal use must not interfere with your work commitments.
- (iii) **Responsibility:** A permitted employee is responsible for his/her social media activity and posting and for compliance with the terms and conditions of the relevant social media platform. You are responsible for all postings made on or to your social media accounts. This applies to: postings or activity made directly by you, postings or activity made by any other party but under your username/account, and/or postings made by friends or third parties to your accounts (e.g., Facebook wall posts made by Facebook friends to your timeline).
- (iv) **Confidential information:** Please respect and maintain confidential information regarding the School, its students, employees and other School contacts. Do not divulge or discuss proprietary information, internal documents and / or personal data of others or other confidential material on social media sites.
- (v) **Reputation:** Any postings by an employee that are defamatory or damage the School's reputation on a school related social media or other account will be addressed pursuant to the School's disciplinary procedure.
- (vi) **Unacceptable use:** Do not create, publish, download or post material/content that might be defamatory, inappropriate, discriminatory, offensive, pornographic, damaging to the School's reputation or refer to a third person without their permission. Uploading, forwarding or linking to the aforementioned content is also unacceptable.

3. PERSONAL USE AT WORK RELATNG TO PRIVATE AND/OR WORK RELATED MATTERS

- (i) **Boundaries:** Personal profiles are not to be used to conduct school business or to communicate with students/parents. Online interaction with management, other employees and/or school contacts should be appropriate and professional in nature. Do not use your official School e-mail address when participating in social media that is not related to your job. Use of social media for private matters, i.e. not for work purposes, is restricted to break times at work.
- (ii) **Identify yourself:** You should make clear who you are and that your postings do not represent the School, its ethos, position, opinions or views. You should make it clear that you are posting in a personal capacity and not on behalf of the School.
- (iii) **Be responsible and respectful:** You are personally responsible for your posts and actions on social media. You should exercise sound judgement, common sense and respect when participating in online social media. You should not use insulting, offensive or disparaging language. If in doubt, don't publish or post anything. If you have been insulted or inappropriately treated, do not engage in an online dispute, rather you should report the matter to the Deputy Principal or Principal. You must be conscious at all times of your overall online presence and its effect, or potential effect, on the school, its students or your colleagues. Disciplinary action may ensue, in line with this policy and the disciplinary procedures, for any activity on, or related to, your social media accounts, regardless of how such activity occurred. You are therefore advised to maintain the security of your personal social media accounts. This includes, but is not limited to: using secure passwords, changing passwords regularly, not disclosing your

passwords to third parties, and logging out of accounts when leaving your computer/devices unattended.

- (iv) **Respect privacy of others:** Do not publish post or upload personal data, including photographs, of third persons (including employees, students, parents and other members of the School community) without their permission.
- (v) **Unacceptable use:** Do not create, publish, download or post material/content that might be defamatory, inappropriate, discriminatory, offensive, pornographic, damaging to the School's reputation or refer to a third person without their permission. Uploading, forwarding or linking to the aforementioned content is also unacceptable. Never reveal sensitive details whether relating to the School, its employees, students, parents and other members of the School community on social media sites.
- (vi) **Confidential information:** Do not divulge, publish or discuss proprietary information, internal documents and / or personal data of others or other confidential information pertaining to the School on social media sites. You are personally responsible for what you post or publish on social media sites. You must not post colleagues' details or pictures without their individual permission. Photographs of school events should not be posted online without express permission. Employees must not provide or use their company password in response to any internet request for a password. Material in which De La Salle College has a proprietary interest – such as software, products, documentation or other internal information – must not be transmitted or otherwise divulged, unless De La Salle College has already released the information into the public domain. Any departure from this policy requires the prior written authorisation of the Board of Management through the Principal.
- (vii) **Reputation:** Any postings by an employee that are defamatory or damage the School's reputation will be addressed pursuant to the School's disciplinary procedure.

4. ENFORCEMENT

A reported or suspected breach of this policy is a serious matter and will be investigated by School management pursuant to the appropriate workplace procedure. Employees who are found to have breached this policy may be subject to disciplinary action up to and including dismissal in accordance with the agreed disciplinary procedure.

The School reserves the right to monitor social media use on School computers, laptops, mobiles, tablets, notebook computers, smartphones and similar devices provided by the School.

This policy is not exhaustive. In situations that are not expressly governed by this policy, you must ensure that your use of social media and the internet is at all times appropriate and consistent with your responsibilities towards De La Salle College.

This policy extends to future developments in internet capability and social media usage.

Policy drafted 23/02/2016

This Policy was ratified by the Board of Management on 11th April 2016

Signed: _____
Fergus Dunne
Chairperson BOM

Signed: _____
Margaret Betts
Principal

Date of next Review _____