

CEIST

Catholic Education  
An Irish Schools Trust



# STAFF SOCIAL MEDIA POLICY

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## **1.0: Introduction**

Presentation School Wexford is a Catholic Secondary School, guided by the ideals of Nano Nagle, foundress of the Presentation Congregation. The school is committed to the pursuit of excellence in a caring environment.

“Inspired by the vision of Nano Nagle, our school is committed to the pursuit of excellence in a caring, respectful and inclusive community.”

We are an inclusive school both in our intake and in the curriculum which we provide. We aim to provide the highest standard of education for all our students.

We endeavour to fulfil our mission in partnership with parents/guardians, staff, students, patron and the local community.

## **2.0: Characteristic spirit and general objectives of the school**

Presentation Secondary School, Wexford operates under the trusteeship of C.E.I.S.T. – Catholic Education-an Irish Schools Trust.

- C.E.I.S.T. is the collaborative trustee body for the voluntary secondary school of the congregation of the Presentation Sisters, Christian Retreat Sisters, Sisters of Mercy, Missionaries of the Sacred Heart and Daughters of Charity.
- C.E.I.S.T. is committed to honouring this rich heritage, promoting inclusion, hospitality, excellence and compassion in a teaching and learning environment inspired by the Gospel and by the unique wisdom of its respective Founders.
- C.E.I.S.T. aims, in a spirit of collaboration, to continually invite its members to reach their potential, in the context of a school faith community, which seeks to consciously embody a true expression of the Reign of God as announced by Jesus Christ.
- C.E.I.S.T. is committed to building school faith communities where good personal relationships are fostered, where the staff are supported and facilitated in their vital role within the school.
- C.E.I.S.T. faces unprecedented challenges today as it attempts to anticipate, define and meet the evolving needs of young people in the Third Millennium.
- C.E.I.S.T. schools endeavour to work closely with members of other Christian traditions in a spirit of ecumenical dialogue, emphasising what is held in common while valuing their own unique Catholic identity and Church community.

### 3.0: Introduction

Blogs, websites and social media platforms like Facebook, Twitter, Google, YouTube, LinkedIn, Snapchat and Instagram are now part of everyday communication and information sharing. 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.

These guidelines and A.U.P. have been developed to assist employees of Presentation Secondary School, Wexford 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 Acceptable Use Policy, Staff Anti Bullying Policy, Staff Harassment & Sexual Harassment Policy.

#### **4.0: 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 principal before setting up or 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.
- (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.
- (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) **Defunct Sites:** All defunct and old social media sites or those used by students for certain subjects should be shut down and deleted when finished with.

#### **5.0: Personal Use At Work Relating 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 principal.

(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 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.

(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.

## **6.0: 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.

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

## **7.0: Ratification**

This policy was ratified by the Board of Management on 5<sup>th</sup> October 2023 following consultation with all stakeholders.

Chairperson: Mary Culleton

Date 5<sup>th</sup> October 2023

Principal: Billy Ryan

Date: 5<sup>th</sup> October 2023