



Rationale:

Social media / having an online presence can be extremely useful for schools, not only for connecting with parents, but also for connecting with the local community, past pupils and for keeping in touch with relatives / family that are not living in the area. It is also important in attracting potential enrolment to the school. A school website is an essential part of this but internet users must visit the website specifically and on a regular basis to receive this information. By having a Facebook page on the other hand, all information is fed directly into the news feeds of our 'friends' e.g. Parents, local community, relatives etc.

Aims:

- To enhance our communication network using Facebook. We will also continue to use the school website and DOJO.
- To advertise the school itself and increase awareness about the school
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.
- To publicise school events, fundraising e.g. Annual raffle, Christmas Fair, Musical evening etc
- To use Facebook as a means of contact with past pupils and past parents
- To announce any new information as it appears on our school website
- To highlight school achievements in a forum where they can be shared by the school community
- To connect to our Facebook page from our school website
- To make school announcements

Terms and Conditions of Knockmahon N.S. Facebook Page

- The school Facebook Page will be updated only by school staff
- Users should not post anything on the page that could be deemed as offensive – anything that is deemed harmful / inappropriate will be removed immediately
- Users cannot tag or post photographs of children on the page
- Users should not add comments that can identify children
- Users should not engage in giving negative feedback on Facebook. It is more appropriate to deal with the school directly on such issues.
- Users will not mention individual staff members in a negative light on the school page.
- Users should not ask to become 'friends' with staff as failure to do so may cause offence.
- Users should not advertise products / services on our school Facebook page

The sanction for any user breaking any of the above rules is an automatic ban.

Points to note:

Facebook lists a minimum age requirement of 13.

All parents are reminded that children under the age of 13 should not be on Facebook

This policy was ratified by the Board of Management on 26th September 2018

This policy was reviewed in September 2019

This policy was reviewed in September 2022

This policy was reviewed in September 2020

Next review September 2023

This policy was reviewed in September 2021

Signed: `

Brendan Gallagher
Chairperson
Board of Management

Luke Brennan
Principal
Knockmahon N.S.