**Dromahane N.S.**

**Policy on the use of the School Facebook Page**

**Introduction:**

Maintaining an online presence is vital for schools, not only in terms of keeping the school community up to date with what’s happening in the school, but also in terms of attracting potential enrolment. Having a school website is an essential part of this, but web users must specifically visit the school website regularly to receive the information. By having a Facebook page, the school is feeding school information, news and notices directly into the personal news feeds of parents and the wider school community.

**Aims:**

The purpose of having a school Facebook page is:

* To continue to advance our school communication system with information shared via Facebook, along with the existing methods of paper notes, text messages, email, and the school website.
* To publicise school events, and increase awareness about school fundraising.
* To announce any updated information that appears on our website via Facebook.
* To highlight positive school achievements in a forum where they can be shared by the school community.
* To make school announcements (e.g. school closure due to snow)
* To use Facebook as a means of marketing the school to a wider audience.
* To have a Facebook Feed embedded on the homepage of the school website.
* To engage the community that Dromahane N.S. serves and act as a key component of our school’s online presence.
* To facilitate communication and networking opportunities between parents, especially new or prospective parents.
* To maintain contact with past parents and past pupils.

**Management of the Facebook Page:**

The Facebook page shall be managed by a designated page administrator(s) (the “Administrator(s)”) who shall be approved by the Board of Management. The Administrator(s) shall provide the Board with the passwords required to access the page, in the event that the Board deems it necessary to do so, and the passwords shall be kept by the Chairperson of the Board. The Facebook page shall be set up as a page under the Administrator’s profile.

The Administrator(s) shall agree, as a condition of their appointment by the Board, as follows:

* To delete/remove the Facebook page whenever requested to do so by the Board.
* To allow the Board access to the Facebook page whenever deemed necessary, without the board having to notify the administrator either before or after the event.
* Not to change the access passwords without notifying the Board and providing the Board with new password details.
* To remove any post or comment at the request of the Board.
* Not to allow any other party access to the Facebook Page as an Administrator, Editor, or Moderator, without the prior approval of the Board.
* To review all comments on the page and to remove any comment that does not abide by the terms of the Facebook Page

The Administrator(s) shall be the only person(s) allowed to Post to the Page unless the Board shall authorise other third parties to do so.

**All posts shall accord with School Policies**.

**Facebook Page Settings**

The following settings shall be used on the Facebook Page:

• “Messages” shall be turned off. Communication to the school through the medium of Facebook is not allowed and should be done through the school secretary or the teachers.

• “Tagging Ability” shall be turned off. People are not to be tagged in school photos.

• “Visitor Posts” shall be disabled. Only the Administrator shall post to the Facebook Page.

• “Age Restrictions” shall be set to 18.The Facebook Page is to promote the school to Parents and Guardians and the wider community but not children under the age of 18.

• “Profanity Filter” shall be set at “strong”.

• All posts shall be in accordance with the parent/guardians answer to the question regarding the use of photographs in the child’s information booklet.

**Terms of Use of the School Facebook Page**

* Users cannot advertise products or services on our school Facebook page.
* Users should not post anything on the page that could be deemed as offensive – inappropriate or harmful comments/content will be removed immediately. All posts will be subject to approval by the administrator.
* Users should not engage in giving negative feedback on Facebook, it is more appropriate to deal with the school directly on such matters .
* Users will not mention individual staff members in a negative light on school Facebook page .
* Users should not ask to become ‘friends’ with staff as failure to do so may cause offence.
* Users can not tag or post photographs of children on the page
* Users should not add comments that can identify children.

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 drawn up in January 2025 and will be reviewed in January 2027.

This policy was discussed and ratified at a Board of Management meeting on 6th February 2025.