



Social Media Policy

Gaelscoil Cholmcille

Gaelscoil Cholmcille Policy for use of Twitter

Aims:

Share children's achievements and achievements (including past students) with the school community

Share relevant information with the school community and the wider community

Demonstrate sensible and safe use of social media

Promote the use of technology

General: Selected staff will use an approved device to manage the Twitter account. Only a school device can be used to take photos of your child. This will be a public Twitter account (@GaelscoilCholmcille). Tweets will take place between 8am and 6pm, Monday to Friday only, except in the case of a school event or to share important information.

Followers: Followers will be monitored by selected staff and anyone who is not focused on the good of the school will be blocked. The school Twitter account will only follow educational or Irish accounts. Personal records will be restricted to accounts relating to education. For example, an author, a team in Irish language organizations, an Irish language spokesperson etc.

School Questions: The Twitter account will not give any answer to school questions as Twitter is not the appropriate platform for discussing school issues.

Identity: The Twitter school account will only use a child's first name. The school account will not post a child's work without the prior permission of a parent / guardian. The children's work and learning can be posted. For example, hands, or the back of a patch making a piece of artwork can be posted. If a child is in the picture to be nominated, it will be identified using the initials of his / her name. Eg. Joe Bloggs will do 'JB '.

School Devices and Tours: The account will be used by an approved device. The account can be used during a school trip and will be led by a selected member of staff. The account can be run from the staff member's personal phone during the trip / during school holidays / in emergency situations such as bad weather. No personal phone will be used for any staff member to share posters with images of any kind.

Bilingualism: Gaelscoil Cholmcille's posts will be in Irish and English on our social media to ensure accessibility for all stakeholders.

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Tone: Gaelscoil Cholmcille will be a semi-formal medium on social media as it is an official communication tool for the school but everyone must understand the information. The material will be written in Irish & English clearly. Every effort will be made to make Twitter posts easy to understand. Only positive stories will be shared on the school's Twitter account (With the exception of condolences to members of the school community.)

Images / Videos: Images or video will be used where appropriate as there is greater engagement with such posts. The images / videos will not show the face of any child.

Copyright and legal questions: If another person's material is being used eg. photographs they will be acknowledged in the posts & will be allowed to use the material. The copyright, trade marks, publicity rights and the rights of others will not be used without the proper consent of those who have these rights.

Any comments / material that is: offensive or inappropriate / Obscene or racist / Abusive / insulting language or personal attacks / Statements that may be libel / Stigmatizing material / Any material that infringes any law, including copyright / Personal information that is private without permission / Information or links unrelated to the subject matter / Promotion of commercial goods / services or spam will be removed.

Security: The account password will be changed regularly.

It may happen that a child under 13 will use the school twitter account. The school staff will remind students of the security rules for the internet. Some of the core principles of the school policy on this subject are:

Do not retrieve anything that affects anyone else;

Tell an adult if you are being affected by something or someone online;

Don't talk to anyone you don't know in the real world;

Don't meet anyone from the internet you don't know in the real world

Follow the steps at <https://help.twitter.com/en/safety-and-security/report-abusive-behavior> to alert Twitter in relation to inappropriate behaviour on the platform.

Glacadh leis an bpolasaí seo ag cruinniú boird ar 18 / 09 / 19

Cathaoirleach: Cormac Mc Cashin

Príomhoide: Sandra Ní Gharbháin