

Ballinakill N. S.



Roll No. 17273G

Facebook Page Policy

Introduction

This policy was originally formulated by the Board of Management and staff of Ballinakill N. S. It applies to all staff and children during school hours and on all school related activities.

Rationale

Maintaining an online presence 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.

Relationship to the Characteristic Ethos of the School

This policy is in keeping with the school ethos of providing a safe and secure environment for learning for all pupils and the wider school community.

Aims and Objectives

The purpose of having a facebook page is;

- To continue to advance our school communication system with information 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 (eg. 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 Ballinakill N. S. serves and act as a key component of our online presence
- To facilitate communication and networking opportunities between parents, especially new or prospective parents.
- To maintain contact with past parents and past pupils.

Terms of Use of Ballinakill N. S. Facebook Page

- Users cannot advertise products or services on our school Facebook page
- Users should not post anything on the page that should be deemed as offensive – inappropriate or harmful comments/ content will be removed immediately.
- 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 respond may cause offence.
- Photographs of children may be posted on the page only with the signed permission of parents/guardians. This written permission must be sought annually.
- Names of children are never used.
- Users should not post comments that identify children.
- Ms.Casement is in charge of posting on Facebook.

Ratification and Communication;

*This policy was reviewed on 13th February 2024 ratified by the
Board of Management of Ballinakill N. S.
on _____*

Signed; _____ Chairperson BOM _____ Principal

Date; _____

Date; _____

Date of next review: 2026