

Dalystown National School Facebook Policy

Rationale:

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

The name of our school's Facebook page is *Dalystown National School* and this can be found by searching on Facebook.

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 blog.
- 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 have a Facebook Feed embedded on the homepage of the school website.
- To engage the community that Dalystown National School 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.

Terms of use of Dalystown National School Facebook page:

- The School Facebook page will be updated by school staff only.
- Photographs posted on our Facebook page will focus on group activities rather than full face pictures of individual children.
- Names of children will not be attached to any photographs posted on our Facebook page.
- Users cannot advertise products or services on our school Facebook page. These will be removed without notice.
- Users should not post anything on the page that could 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 the school Facebook page.
- Users should not ask to become “friends” with staff.

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- Users cannot 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.