

Our Lady's Secondary School Templemore
SOCIAL MEDIA GUIDELINES & ACCEPTABLE USAGE POLICY ("A.U.P.")

INTRODUCTION

The Management and Staff of Our Lady's Secondary School recognise that access to Information and Communication Technology (ICT), including the internet, and social media provides our students with enhanced opportunities to learn, engage, communicate and develop skills that will prepare them for many aspects of life. Students are expected to use such technologies and the internet in a safe, ethical and responsible manner and always for educational purposes, both in school and off-campus. Use of digital technologies and internet should be conducted within the parameters of internet safety, the Acceptable Use Policy, student and staff well-being, and in an educational context. The Social Media Guidelines and Acceptable Use Policy for Our Lady's have been developed following consultation with staff, parents/guardians, students, senior management and the Board of Management. The policy applies to the use of all computers, iPad and mobile phones, all smart devices including smart watches and extends to all such technologies with internet connectivity, camera, video or sound-recording technologies.

The school permits students to use their own "school-approved" devices within the school setting to assist with their education, subject to their own safety and that of other individuals. iPads are to be used by students for educational use only.

The Social Media Guidelines and Acceptable Use Policy outlines the guidelines and behaviours that the school community are expected to follow when using their personal devices or school-owned devices / personal computers / recording equipment on the school campus, at school organised activities and in relation to off-campus use of devices. The school community refers to all stakeholders in the school, students, teaching staff, ancillary staff, all employees, school management, Board of Management, third-level students on placement, parents/guardians, volunteers, visitors and Trustees.

The Social Media Guidelines and Acceptable Use Policy have been developed to assist the school community at Our Lady's Secondary School in making ethical, respectful and acceptable decisions about their social media usage and to provide clear direction on the importance of protecting the School's reputation and confidential information. Social media refers to social and professional networking platforms such as Facebook, Twitter, WhatsApp, YouTube, LinkedIn, Snapchat, Instagram, blogs, message boards and forums and other similar online facilities.

The Social Media Guidelines and Acceptable Use Policy are not intended to prevent staff and students from engaging in social media but are intended to inform the school community as to what is considered by the school to constitute appropriate / inappropriate social media usage and conduct.

For those who are members of the School's teaching staff, The Social Media Guidelines and Acceptable Use Policy give effect to agreed professional protocols as prescribed by the Code of Professional Conduct for Teachers (Teaching Council, June 2012) which provides that teachers should:

"ensure that any communication with pupils/students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as email, texting and social networking sites." and *"ensure that they do not knowingly access, download or otherwise have in their possession while engaged in school activities, inappropriate materials/images in electronic or other format."*

The school community should be mindful of what they post on social media, who can see it and how it can be linked back to the School. Misuse of social media can cause injury to others and it can have a negative impact on the reputation of the School. Social media communications are never truly private and once information is published it becomes part of a permanent record.

The school community is at all times prohibited from using or publishing information on social media which has the potential to negatively impact / reflect on the School and / or its staff and / or its students e.g.:

- Publishing defamatory, abusive or offensive material concerning any employee, volunteer, member of School management, parent(s)/guardian(s), student(s), visitor or other member of the School community;
- Publishing any confidential or sensitive information concerning the School or members of the School community;
- Publishing material that might reasonably be considered to have the effect of damaging the reputation of the School.

The school reserves the right to take action, in line with the Code of Behaviour for students and the Code of Professional Conduct for teachers where a breach of these guidelines is evident

Given the ever developing and changing nature of social media and the internet, the guidelines and policy will be reviewed and adapted as required.

This policy should be read in conjunction with policies which are applicable to social media usage, in particular the Dignity at Work, Acceptable User Policy, Data Protection, Code of Professional Conduct for Teachers.

ICT INFRASTRUCTURE PROVIDED BY OUR LADY'S SECONDARY SCHOOL

The following resources are available to staff and students at Our Lady's

1. Username and password to active directory
2. Office 365 account linked to active directory (includes email address)
3. App 200 PC, networked and linked to Internet
4. Filtered 100MB Broadband, provided and monitored by NCTE
5. Wifi access controlled by password
6. Mobile Device Management System for control of iPad
7. Online Learning Forms, e.g. Schoology/Twitter/Instagram

The School Promotion Officer controls the following

1. School Webpage
2. School Facebook Account
3. School Twitter Account
4. School App
5. Other Publications

SOCIAL MEDIA GUIDELINES

A. SOCIAL MEDIA USAGE ON A SOCIAL MEDIA SITE OR PROFILE ESTABLISHED IN THE COURSE OF SCHOOL BUSINESS

- (i) Seek permission: Staff and students must seek or have permission from the Principal / Deputy Principal before setting up a site or profile relating to School business and or School matters / registering in the School's name on social media sites, user groups, special interest forums and bulletin boards / using social media for teaching and learning purposes.
- (ii) Property: The property rights in a sanctioned social media account in the name of or on behalf of the School are vested in the School.
- (iii) Responsibility: A staff member or assigned student is responsible for ensuring that private and confidential information is respected and protected at all times and for compliance with the terms and conditions of the relevant social media platform.
- (iv) Privacy & Confidential Information: Confidential information pertaining to the School, its employees, volunteers, students, parents/guardians and others in the School community must be respected and maintained at all times. Personal information about any student, parent/guardian, teacher, SNA, ancillary staff member or volunteers must not be divulged or discussed on social media sites.
- (v) Unacceptable use: Staff and students must not create, publish, download or communicate material/content that could reasonably be regarded as defamatory, inappropriate, discriminatory,

offensive, hostile, pornographic, damaging to the School's reputation or referring to a third person without their permission. Uploading, forwarding or linking to the aforementioned content is also unacceptable. Employees must never reveal sensitive details whether relating to the School, its employees, volunteers, students, parents/guardians and other members of the School community on social media sites.

- (vi) Behaviour: Postings by any member of the school community on a social media site that are defamatory, inappropriate, discriminatory, offensive, hostile, pornographic, divulging personal data without consent or damaging to the School's reputation will be addressed pursuant to the school's disciplinary procedure and may result in disciplinary sanction.

B. PERSONAL SOCIAL MEDIA USAGE GUIDELINES

- (i) Boundaries: Online interaction with management, teachers, students and/or school contacts should be appropriate and professional in nature. Teachers and students must not use the official School e-mail address when participating in personal social media / social media that is not related to school. Personal use of social media must not occur during class time or supervision and substitution.
- (ii) Identity: Where a member of the school community chooses to identify him/herself on social media as an employee or a student of the School, s/he must make it clear that their communications do not represent the School, its ethos, position, opinions or views.
- (iii) Be mindful and respectful: The school community must be mindful that their conduct not only reflects on themselves but also reflects the entire school community. Sound judgement, common sense and respect should be exercised when participating in social media and should not use insulting, offensive or disparaging language. If in doubt, don't publish or post anything. Information published online is permanent and never completely private.
- (iv) Responsibility: Staff and students are personally responsible for their posts and actions on social media.
- (v) Privacy & Confidential Information: The obligations detailed at (A)(iv) above apply also to staff and student's personal social media usage. Do not divulge or discuss confidential information pertaining to the School, its teachers, volunteers, students, parents/guardians and others in the School community and personal information, including photographs, of third persons (e.g. teachers, students, parents/guardians and other members of the School community) must not be posted, divulged or discussed without the permission of the person concerned.
- (vi) Unacceptable use: Members of the school community must not create, publish, download or communicate material/content that could reasonably be regarded as defamatory, inappropriate, discriminatory, offensive, hostile, pornographic, damaging to the School's reputation or referring to a third person without their permission. Uploading, forwarding or linking to the aforementioned content is also unacceptable. Members of the school community must never reveal sensitive details whether relating to the School, its employees, volunteers, students, parents/guardians and other members of the School community on social media sites.
- (vii) Behaviour: Postings by any member for the school community on a social media site that are defamatory, inappropriate, discriminatory, offensive, hostile, pornographic, divulging personal data without consent or bring the school into disrepute will be addressed pursuant to the school's disciplinary procedure.

REPORTING

- 1) Staff and students should immediately report to the Principal / Deputy Principal any inappropriate, abusive, defamatory or unacceptable social media activity concerning the school, its employees, volunteers, students or other members of the school community. Such reports will be fully and confidentially investigated, the reported activity will be reviewed and, where appropriate, the content will be reported using the relevant online reporting mechanism.
2. The school PR personnel will monitor the school's social media platforms and report any concerns to the Principal/Deputy Principal

Information and Communication Technologies

Acceptable Use Policy

School's Strategy

The school will employ a number of strategies in order to maximise learning opportunities and reduce risks associated with the use of ICT for staff and students. These strategies are as follows:

General

- Internet sessions will be supervised by a teacher, where possible.
- Filtering software and/or equivalent systems will be used in order to minimize the risk of exposure to inappropriate material. The National Centre for Technology in Education (NCTE) filter access to material on the school broadband.
- The school can monitor students' internet usage.
- Students and teachers will be provided with training in the area of internet safety and digital literacy.
- Uploading and downloading of non-approved software will not be permitted.
- Virus protection software will be used and updated on a regular basis.
- The use of personal USBs, memory sticks/cards, CD-ROMs, cloud storage or other digital storage media in school requires a teacher's permission.
- Students will treat others with respect at all times and will not undertake any actions that may bring the school into disrepute.
- Students may only access device applications when instructed by a teacher to do so. Students are forbidden from opening apps in class or going online, unless instructed to do so, and only for the purposes instructed by a teacher.
- Cyberbullying in any form is a very serious issue and will not be tolerated. Any student who experiences cyberbullying must report it appropriately (e.g. using the 'Report' feature in a social media app, to their parents/guardians and to the school authorities). Any report of cyberbullying will be taken seriously by the school authorities and appropriate investigative procedures followed, in keeping with the school's Anti-Bullying Policy. Sanctions will be applied and guidance/counselling offered to students involved in cyber-bullying, in the interest of their well-being. Refer to section (c) Bullying – Code of Behaviour
- Student work should be submitted on a clean USB key (i.e. a USB key not containing any other data).

The Internet

- The school's Wifi will be open and available to all students and staff. No other networks (3G, 4G, Personal Hotspots etc.) may be accessed by students, unless under the direct instruction and supervision of a teacher.
- Students will report accidental accessing of inappropriate materials in accordance with school procedures.
- Staff will report accidental accessing of inappropriate materials in accordance with school procedures.
- Students will use the internet for educational purposes only.
- Students will acknowledge sources and avoid plagiarism and copyright infringements. Students will exercise care and attention in citing sources, references, photos/images etc. When downloading material from the internet, students will take reasonable care to ensure that the material is from safe sources, copyright-free (where possible) and referenced appropriately.
- Students will never disclose or publicise personal information in relation to themselves or others.
- Downloading by students of materials or images not relevant to their studies is in direct breach of this Acceptable Use Policy.
- Students will be aware that any usage, including distributing or receiving information, school-related or personal, may be monitored for unusual activity, security and/or network management reasons.

- School personal computers will be available to students. At all times, students must use their school log-in details and their own storage area on the school server. Use of Office365 and Schoology are encouraged.
- It is strictly forbidden for students to delete the work or files of other students from folders on the school network. It is strictly forbidden for any student to attempt any act of hacking or other form of sabotage that could compromise the security of the school's network and digital data. Any such action will result in a serious sanction being imposed, including the option to suspend or expel the student involved.
- Students must log out of their own accounts at the end of each internet session. Students are not permitted to access the school accounts of other students. In the event where a student accesses a school device and finds another student has not logged out, the student accessing the device must log the other student out before proceeding to use the device. The student should also inform the relevant teacher

Email

- Students will use approved school e-mail accounts under supervision by or permission from a teacher.
- Students will not send or receive any material that is illegal, obscene, and defamatory or that is intended to annoy or intimidate another person.
- Students will not reveal their own or other people's personal details, such as addresses, telephone / mobile phone numbers or pictures.
- Students will never arrange a face-to-face meeting with someone they only know through e-mails or the internet.
- Students will note that sending and receiving e-mail attachments is subject to permission from their teacher.

Social Media

Only official school social media accounts, or social media as instructed by a teacher, may be accessed. Students' personal social media accounts may not be accessed during the school day or using the log-in details ascribed by the school.

Tablet Computers (iPads)

- In order to maximize the benefits' of ICT, students may use a tablet computer in school. Only school-approved devices may be used by students in Our Lady's. Currently, Apple iPad devices are permitted. Parents/Guardians will be advised by the school in relation to the required or recommended device specification
- Tablet Computers can be used for the following:
 1. Use of Ebooks as a replacement for text books
 2. As an Internet research tool
 3. Use of Apps (application software for learning)
- It is the responsibility of students to ensure that their devices are fully charged before coming to school each morning. Charging facilities will not be offered by the school. Repeated breaches of this requirement will result in sanctions being imposed
- Students agree to keep the iPad either in their possession or stored in their locker. Students are not to leave the iPad unattended. The school accepts no responsibility for any iPad damaged or stolen in such circumstances. All iPads must be kept in a Griffin Survivor protective case and stored securely by students.
- The School advises that all iPads are insured
- Student devices, including iPads, are not permitted in exam centres while an exam is taking place

- Students are prohibited from using iPad computer to photograph, record or download any material which may be offensive or invade an individual's privacy (please refer to section I and J of the General Rules in the school's Code of Behaviour).
- Students must seek permission of a teacher prior to using an iPad to photograph or record
- In certain circumstances it may be necessary for a teacher to inspect a student's device (e.g. where there are reasonable grounds to believe that the student has not complied with this policy). In such cases the teacher can request that the student would hand over the device for inspection. Serious breaches will be reported to school management.
- It is the student's responsibility to ensure that the iPad is backed up regularly to iCloud.
- Students must set a passcode on their iPad to prevent other students from misusing their iPad. This passcode should not be given to any other student. Any student trying to gain access to another student's accounts, files or data will be subject to disciplinary action.
- It is the student's responsibility to ensure that all usernames and passwords for publishing companies, email accounts and apple ids are maintained and available as required.
- All student iPads must be enrolled in the school's Mobile Device Management Platform.

Recordings & Assessment

- Only recordings/photos permitted by a teacher are allowed. Students are forbidden from using any device to make an unauthorised recording/photographs of any sort in class, on a school outing or as part of a school activity.
- Students are forbidden from taking photos, video or sound recordings of anyone in the school (including students, staff, parents/guardians and visitors) unless instructed by a teacher to do so, and even then only with the consent of the individual(s) involved. Students must not share such material online without the clear permission of a teacher and only for educational or school promotional purposes.
- Students may be digitally recorded for educational purposes throughout their time in Our Lady's . Such purposes include Classroom-Based Assessments, Leaving Certificate Vocational Programme, extra-curricular activities and participation in educational activities and outings.
- Recordings will be made on school devices (e.g. camcorders, digital cameras, iPads devices) and reasonable care will be taken to store recordings securely on the device and on the school's network. Some recordings will be brought to Subject Learning and Review Meetings by teachers in order to discuss and determine appropriate grade descriptors. Where it is necessary to store such recordings on portable devices such as USB keys or external hard drives, reasonable care will be taken by teachers to ensure the safe-keeping of such recordings. Where cloud storage is used, this will be a secure cloud storage approved by the school.
- All recordings will take place in cognisance of the Child Safeguarding Statement and Child Protection Procedures and will be in line with the Acceptable Use Policy.
- While most recordings will be deleted soon after a Subject Learning and Review Meeting, some recordings may be stored for a period of up to seven years and used for educational purposes (e.g. demonstration of descriptor examples of highly effective practice).
- Recordings (e.g. photographs, short video clips) may be also be used for promotional purposes of the school, e.g. via the school's official social media accounts. Reasonable care will be taken by teachers to ensure that recordings used for demonstration purposes, or shared via social media, are appropriately consented to by the student(s) involved.
- Any parent/guardian or student who does not wish for a recording of the student to be shared within the school for educational purposes, must so inform the Principal in writing.

Mobile Phones

- Students must take care of their mobile devices and not leave them unattended. Please refer Code of Behaviour, General Rule (h)
- Students are not permitted to have their mobile phones in class. Students should store their mobile phone in their locker. Students may use their mobile phone at break and lunch time only
- Charging facilities are not provided by the school
- Students using their own technology in school, such as using a mobile phone in school without a teacher's explicit permission, sending nuisance text messages, or the unauthorised taking of images with a mobile phone camera / iPad camera, still or moving, are in direct breach of this Acceptable Use Policy and the school's Code of Behaviour.
- In certain circumstances it may be necessary for a teacher to inspect a student's device (e.g. where there are reasonable grounds to believe that the student has not complied with this policy). In such cases the teacher can request that the student would hand over the device for inspection. Serious breaches will be reported to the school management.
- Irresponsible or unethical use of mobile devices or the internet will be considered a serious infringement of the Code of Behaviour and disciplinary action will be taken where this applies.

Electronic Portfolios

- The school decides what content is private and public. Students own the content on their drive but Our Lady's provides the platform and templates.
- E-portfolios may be shared with external parties for educational and related purposes, at the discretion of the teacher.
- All information and work completed is transferable but remains the property of the school. The student does not own the site template.
- The school reserves the right to access student portfolios in order to ensure they are appropriately used.

Printing

- Students will have access to printing facilities across the school network. Access to these printers is controlled by Active directory and monitored by papercut software.
- Students will be able to purchase printing credit from the school office and add it to their active directory accounts for use as they see fit
- The school will operate a pricing structure for printing which it will review annually

Staff

- Staff will model good practice and ethical, responsible use of digital technologies and the internet with students.
- School computers are available to staff. At all times, staff must use their school log-in details to access the school network. Staff must ensure they log out of the school network at the end of a session.
- Staff should ensure that the privacy settings on their social media accounts are robust. Reasonable care should be exercised not to allow any social media communication with students using their personal social media accounts, personal e-mail accounts or personal mobile phones. Personal mobile numbers should not be shared by teachers with students. Teachers should not 'Friend' students on social media platforms, or accept a Friend request from a student on the teacher's personal social media account.
- Staff must ensure that they do not knowingly access, download or otherwise have in their possession while engaged in school activities, inappropriate materials/images in electronic or other format.
- Staff will take reasonable care of digital devices on which student data can be accessed, and endeavour to protect student data securely. Devices must be password-protected and stored securely.

Particular care will be taken by staff to log out of the data management system (Eportal) after each session.

- In keeping with the Teaching Council's Code of Professional Conduct, teachers will ensure that any communication with students, colleagues, parents/guardians and others is appropriate, including communication via electronic media, such as e-mail, texting and social media

Parents/Guardians

- As the primary educators of children, parents/guardians are encouraged to be positive role models in their use of social media platforms, in order to foster good example for their son(s)/daughter(s).
- Parents/guardians are advised against using social media in ways that are not supportive of the school or its policies. We encourage all parents/guardians to use social media for positive and ethical purposes to promote the good name of the school and of the school community.
- Parent App for Mobile Device Management will be used by Parents/Guardians
- Parents/guardians are respectfully reminded of their responsibilities to supervise their son's/daughter's internet access and use at home, and to ensure that adequate parental controls are in place to reduce the risk of children accessing inappropriate material.
- Parents/guardians are invited to attend presentations on Internet Safety at the school.
- Parents/guardians are advised to familiarise themselves with support materials for parents/guardians on www.webwise.ie and follow the guidance given therein.
- It is the responsibility of parents/guardians to ensure that devices are covered by an appropriate insurance policy. Our Lady's is not responsible for the damage, theft or loss of any device.
- Parents/guardians are requested to inform the school of any concerns relating to the misuse of social media or the publication of material which may impact on members of the school community.

Legislation

All members of the school community should familiarise themselves with the following legislation relating to the use of the internet.

- The Data Protection Act 1988, Data Protection (Amendment) Act 2003 and General Data Protection Regulation (2018)
- Child Trafficking and Pornography Act 1998
- Interception Act 1993
- Video Recordings Act 1989
- Non-Fatal Offences Against the Persons Act 1997
- Child Protection Legislation

Support Structures

The school will inform students and parents/guardians of key support structures and organisations that deal with illegal material or harmful use of the internet. Several sites and national bodies offer helpful advice to parents/guardians, particularly with respect to how they can best monitor their child's use of the computer at home. Important and useful information can be found on the following sites:

www.webwise.ie, www.internetsafety.ie, www.education.ie, www.thinkb4uclick.ie, www.bully4u.ie

Sanctions

Misuse of the internet may result in disciplinary action as per the school's Pastoral and Disciplinary Procedures (Code of Behaviour), including verbal/written warnings, withdrawal of access privileges and, in extreme cases, suspension or expulsion (in line with the Code of Behaviour) The school also reserves the right to report any illegal activities to the appropriate authorities. Inappropriate comments on social media may be removed by school management.

The attendance by students in this school implies acceptance by them and their parents/guardians of this school's Information and Communications Acceptable Use Policy.