

The logo features the school's name in a bold, black, sans-serif font. Below the name, the tagline 'Educate Together Secondary School' is written in a smaller, italicized, black font. The background consists of several overlapping circles in various shades of orange and red, creating a vibrant, abstract pattern.

Dublin North East

Educate Together Secondary School

**Dublin North East Educate Together
Secondary School**

Roll Number 68346 T

Acceptable Usage of Social Media Policy for Staff

Introduction:

This policy is formed by the vision for Dublin North East Educate Together Secondary School in conjunction with Draft Guidelines for Registered Teachers about the use of Social Media as issued by the Teaching Council. The [draft guidelines](#) for registered teachers about the use of social media documents should be read in conjunction with section 3 of the Teaching Council Code of Professional Conduct. The widespread availability and use of social networking applications and media bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we can use these technologies and services effectively and flexibly, for educational purposes. However, it is also important to ensure that we balance this with our reputation and the safety of our pupils and staff.

The aim of this policy is to set standards that are consistent with the expectations and values of Dublin North East Educate Together Secondary school and that reflect our school motto, Stand Proud, Aim High, Be Respectful and No Excuses.

Registered Teachers may be subject to a level of public scrutiny over and above any other member of the public sector employee due to the nature of their work with students and other vulnerable people. Teachers should follow best practice in their use of social media.

Dublin North East ETSS email and online collaboration

Dublin North East ETSS provides students and staff with email accounts for the purpose of school related communication. Email accounts should be used with care. Email usage may be monitored and archived. Dublin North East ETSS recognises that online collaboration is essential to education and may provide students and staff with access to a variety of online tools that allow communication, sharing and messaging among students. Students are expected to communicate with the same appropriate, safe, mindful and courteous conduct online as offline.

Definition of Social Media

Social media includes software applications (including those running on mobile devices), email and websites which enable users to interact, create and exchange information online. Examples include, but are not limited to, sites such as Facebook, LinkedIn, Twitter, YouTube, Instagram and TikTok. Also included is the use of SMS and messaging platforms such as Whatsapp, Facebook Messenger and Snapchat.

Guidelines for Staff and Teachers

The way in which you use social media in your personal life is a matter for your own personal judgement. You should, however, exercise caution when using social media to ensure that your professional competence does not come into question. You should carefully consider the possible impact on students, colleagues and the public's perception of the profession before you publish content online.

Gsuite for Education is the channel for communication between teachers and students, with that in mind; staff should interact online as they would in person and engage in a respectful way, avoiding any abusive, offensive or malicious behaviour online. Staff should ensure that their comments are not defamatory or in any way in breach of the law.

This policy aims to provide guidance for staff on the appropriate use of social media.

Guidelines for Staff:

- All staff should read the advice given by [Webwise](#)
- All staff should promote the responsible and effective use of the internet
- Social Networking Sites such as Facebook or Instagram should not be used as a platform for learning activities or sharing materials.
- Staff should not accept students or parents as "friends" on their personal social networking sites or interact with students online.
- Staff and student interaction online should only happen in an educational context.
- Staff are advised NOT to accept ex-students or parents of current students as friends on social networking sites.
- Staff are personally responsible for content that they publish online and should bear in mind that it will be visible for a long time.
- Staff must not discuss students or colleagues or publicly criticise school policies or personnel on social networking sites. Anonymity cannot be guaranteed by any site and staff should exercise caution when posting in an 'anonymous' capacity.
- Staff should never name or disclose personal information relating to students online.

- Staff are responsible for ensuring their privacy when using social networking sites and at a minimum, ensure that posts are visible to friends only.
- If staff identify themselves online as affiliated with Dublin North East Educate Together Secondary School, then they need to be aware that they are representing the entire school community and should ensure that their online contributions reflect the ethos and values of DNEETSS.
- Staff should be aware of “liking” or “sharing” material that may be offensive to others and that by doing so indicates a direct association with that material.

Review and Evaluation

The effectiveness of this policy will be monitored by the Principal and Deputy Principal. We acknowledge that technology changes rapidly, therefore, the policy will be reviewed annually, and changes made as required as the needs of staff and students dictate.

Ratification:

This policy was ratified by the Board of Management on 31/03/2020

Signed: Kristina Ryan

Chairperson of the Board of Management