



**Social Media Policy
(Facebook/Instagram)**

St Joseph's N.S. Rehins
Ballina
Co. Mayo
F26XY33

Roll
No.: 18561Q

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. 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.

Aims:

The purpose of having a school Facebook/instagram 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 website.
- To publicise school events, and increase awareness about the school.
- 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 use Facebook as a means of marketing the school to a wider audience.
- To have a Facebook /Instagram Feed embedded on the homepage of the school website.

- To engage the community that Stokane NS 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 the Rehins N.S. Facebook & Instagram Page

- The school Facebook/Instagram Page will be updated only by select school staff.
- Users cannot advertise products or services on our school Facebook/Instagram page without prior agreement with our Board of Management.
- 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 the school Facebook, it is more appropriate to deal with the school directly should an issue or concern arise.
- Users will not mention individual staff members in a negative light on the school Facebook/Instagram page.

- Users should not ask to become “friends” with staff as failure to respond may cause offence.
- 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 permanent ban.

Points to Note

- Facebook/Instagram lists a minimum age requirement of 13, and all parents are reminded that children under the age of 13 should not be on Facebook.

This policy was ratified by the Board of Management in January 2025

Signed:

A handwritten signature in cursive script, appearing to read 'Fergal Breslin', written over a horizontal line.

Fergal Breslin

Chairperson

A handwritten signature in cursive script, appearing to read 'Fiona Bourke', written over a horizontal line.

Fiona Bourke

Acting Principal