

Polasaithe Naíonra Céimeanna Beaga

Polasaí 56: Social Media Policy



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Version	1.0
Date	Nov 2018
Policy Number	Policy Number 56
Owner	Naíonra Céimeanna Beaga
Validity and document management	<p>This document is valid from Nov 1 2018.</p> <p>The owner of this document is the Owner / Manager, who must check and, if necessary, update the document at least once a year.</p> <p>This policy was adopted by Naíonra Céimeanna Beaga on 1 Nov 2018.</p> <p>Signed by: Katie Uí Chaoimh; Príomh Stiúthóir on behalf of Naíonra Céimeanna Beaga</p>

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1. Introduction

Naíonra Céimeanna Beaga strives to comply with applicable laws and regulations related to Personal Data protection in Ireland.

This policy document outlines the basic rules by which Naíonra Céimeanna Beaga manages the use of social media platforms at Naíonra Céimeanna Beaga. This policy outlines the responsibilities of the employees, volunteers, students and contractors using social media.

2. Who is this policy for?

All employees either permanent or temporary, all contractors, all volunteers and students need to read and understand this document, so they are fully aligned with the policy of Naíonra Céimeanna Beaga. This document can also be made available to parents or guardians should they wish to review. This policy applies to all social media platforms used at Naíonra Céimeanna Beaga including, but not limited to:

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Instagram
- Snapchat

3. Social Media

Social media can bring significant benefits to Naíonra Céimeanna Beaga particularly for building relationship with parents and guardians. It is however critical that all employees, volunteers and students who use social media do so in a way that promotes the service. Misjudged status updates or posts can damage the service's reputation or generate complaints. All updates and posts, if not considered carefully, have the potential to raise a data protection issue.

4. Responsibilities

Everyone who operates, and has access to the service's social media account or who uses their own personal social media accounts at work has a responsibility for implementing this policy.

5. Naíonra Céimeanna Beaga Social Media Accounts

The service operates a social media presence in line with a strategy that focuses on appropriate social networks given the available resources. Only persons who have been authorised by the Manager to use the service's social networking accounts may do so. Creating Social Media Accounts

New social media accounts must not be created unless approved by the Manager. If there is a case to be made to open a new social media account for the service, employees should raise this with the Manager.

5.1. Inappropriate Content & Users

The service's social media accounts must not be used to share inappropriate content or take part in any activity that may bring the service into disrepute. You must not make any derogatory comments about the service, its team members, contractors, or children/families attending the service on social

networking sites. When commenting either on blogs or in public forums, be mindful of your association to the service and your obligation to be responsible and positive in your portrayal of the service. Staff are not to divulge or discuss any confidential or personal information obtained while employed or associated with the service.

5.2. Personal Social Media Accounts

Employees must not discuss any child, parent, staff member or incident relating to Naíonra Céimeanna Beaga. To do so is considered a breach of confidentiality.

6. Obtaining Consent

Prior to any photographs or information of a child being used on social media, consent must be obtained by the parents/legal guardians utilizing the PARENT CONSENT FORM. Refer to the PERSONAL DATA PROTECTION POLICY document. Photographs, videos and/or information about other staff members are not to be posted without the specific permission of the individual.

7. Accountability

Naíonra Céimeanna Beaga is responsible for and must be able to demonstrate compliance with the principles outlined above.

Any employee who violates this Policy will be subject to disciplinary action and the employee may also be subject to civil or criminal liabilities if his or her conduct violates laws or regulations.

8. Validity and document management

This document is valid as of September 1st 2018.

The owner of this document is the Manager, who must check and, if necessary, update the document at least once a year.

Manager
Katie Uí Chaoimh

[Signature]