Rationale:

Social media / having an online presence can be extremely useful for schools, not only for connecting with parents, but also for connecting with the local community, past pupils and for keeping in touch with relatives / family that are not living in the area. It is also important in attracting potential enrolment to the school. A school website is an essential part of this, but internet users must visit the website specifically and on a regular basis to receive this information. By having a Facebook page / Twitter account on the other hand, all information is fed directly into the news feeds of our ‘friends’ e.g. Parents, local community, relatives etc.

Aims:

* To enhance our communication network with Facebook and Twitter. We will also continue to use the school website, Textaparent, paper notes
* To advertise the school itself and increase awareness about the school
* To use Facebook and Twitter as a means of marketing the school to a wider audience
* To facilitate communication and networking opportunities between parents, especially new or prospective parents.
* To publicise school events, fundraising eg Christmas show, Annual tea party etc
* To use Facebook and Twitter as a means of contact with past pupils and past parents
* To announce any new information as it appears on our school website
* To highlight school achievements in a forum where they can be shared by the school community
* To connect to our Facebook page and Twitter account from our school website
* To make school announcements

Terms and Conditions of Redwood N.S. Facebook Page / Twitter account

* The school Facebook Page and Twitter account will be updated only by school staff
* Users should not post anything on the page that could be deemed as offensive – anything that is deemed harmful / inappropriate will be removed immediately
* Users cannot tag or post photographs of children on the page
* Users should not add comments that can identify children
* Users should not engage in giving negative feedback on Facebook or Twitter. It is more appropriate to deal with the school directly on such issues.
* Users will not mention individual staff members in a negative light on the school page.
* Users should not ask to become ‘friends’ with staff as failure to do so may cause offence.
* Users should not advertise products / services on our school Facebook page or on our Twitter account

There will be an immediate ban should any user break any of the above terms and conditions.

Important:

Facebook and Twitter have a minimum age requirement of 16.

All parents are reminded that children under the age of 16 are not permitted by law to hold a Facebook or Twitter account in their own name.

This policy was ratified by the Board of Management on \_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Kathleen Gleeson Michelle Hogan

Chairperson Principal

Board of Management Redwood N.S.

Date: