



Mercy School Facebook Page Policy

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 page is;

- To continue to advance our school communication system with information shared via Facebook, along with the existing methods of Aladdin, paper notes, text messages, email and the school website.
- To publicise school events and increase awareness about school fundraising.
- 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 in conjunction with Aladdin (e.g. school closure due to snow)
- To use Facebook as a means to promote the school to a wider audience and to make information about the school easily accessible for prospective parents.
- To enlarge the community that Mercy School serves and acts as a key component of our school's online presence.
- To maintain contact with past parents and past pupils.

Terms of Use of Mercy School's Facebook page;

- Users cannot advertise products or services on our school Facebook page.
- Users will not post anything on the page that could be deemed as offensive – inappropriate or harmful comments / content will be removed immediately.
- Users will not engage in negative feedback or use Facebook as a forum to express grievances or concerns. The school will be contacted directly and normal procedures are to be followed in such instances.
- Users will not mention individual staff members in a negative light on school Facebook page.
- Users will 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 will not add comments that can identify children

The school is conscious of the inherent difficulties that can from time to time arise on such social media platforms. Users found contravening the schools terms of use as outlined above will be automatically banned from the school's Facebook page. The school's decision on such usage is and shall be final.



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Points to Note;

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

Implementation:

This policy is operational from the 08/10/2019

Ratification:

Signed: _____

Chairperson of BoM

Signed: _____

Principal/Secretary to the BoM

Date: _____

Date: _____