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Bord Oideachais agus Oiliúna
Átha Cliath agus Dhún Laoghaire
*Dublin and Dún Laoghaire
Education and Training Board*

SOCIAL MEDIA POLICY

V1 December 2014.



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1. PURPOSE

The purpose of this policy is to set direction for the creation, management and moderation of the Dublin & Dun Laoghaire Education Training Board (DDLETB) Schools and Centres, social media presence on appropriate social media mediums including, but not limited to, Facebook, Twitter, LinkedIn, Instagram and YouTube.

Many benefits are to be gained from engaging with social media. The purpose of official DDLETB social media channels is to promote the activities of DDLETB its staff and students to the wider community.

However, it is important to note that anyone taking part in social media activities associated with the ETB must do so at all times in a responsible manner in accordance with DDLETB's values and professional standards. DDLETB has developed this policy to clarify how best to use these tools to the benefit of DDLETB, its staff and students, so that we maintain a strong and professional presence with all DDLETB-related communications.

Staff and students need to be aware that any mention of DDLETB, whether in professional or personal use of social media and whether inside or outside the workplace/student place must be done in a responsible manner and in accordance with this Policy and in accordance with all laws, professional expectations and DDLETB policies in force at the time.

2. SCOPE

The scope of this policy applies to DDLETB staff and students in their capacity as members of the DDLETB community, using any of the official DDLETB social media channels or on any other social networking website.

It also applies to people external to DDLETB posting material to official DDLETB social networking sites.

3. ROLES AND RESPONSIBILITIES

The following roles and responsibilities apply in relation to this Policy:

Board of Management

- To review and approve the policy on a periodic basis.

Managers

- To ensure that staff comply with the policy and to liaise with staff in the event of any breach of policy.

Staff/Students/External Bodies

- To adhere to policy statements in this document.
- To report suspected breaches of policy to the Manager.

4. SUPPORTING STANDARDS, PROCEDURES AND LEGISLATION

Information posted to social networking sites must adhere to legislation that is in force at the time.

Particular attention should be paid to;

- Copyright and Related Rights Acts [2000](#), [2004](#) and [2007](#).
- Data Protection Acts [1988](#) and [2003](#).
- The Child Trafficking and Pornography Acts [1998](#) and [2004](#).
- Defamation Act [2009](#).
- Prohibition of Incitement to Hatred Act [1989](#).

Any user who posts information onto social networking sites must adhere to existing DDLETB policies and must respect copyright, software licensing rules, property rights, privacy, data protection requirements, confidentiality, information and data security with particular attention being paid to the following;

- Personal accountability and respect.
- Respect Intellectual Property laws, including the use of images from the internet.
- Confidentiality.
- The DDLETB's Acceptable Internet Usage Policy.
- The DDLETB's Data Protection Policy.

5. POLICY

DDLETB social networking channels exist to promote the activities of DDLETB and its staff and students to the wider community.

(It should be noted that any person who contributes/posts to any social networking sites whether in a professional or personal capacity and whether inside or outside the workplace/student place, is personally responsible for the material so posted.)

People who interact with DDLETB's social media channels shall not:

1. Post information which is confidential to DDLETB.
2. Post material that is:
threatening/harassing/illegal/offensive/defamatory/indecent/inappropriate in nature.
3. Post contact information, such as phone numbers/email addresses, of any member of the DDLETB community without their consent.



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4. Infringe on the rights of DDLETB or any individual or entity, including privacy, intellectual property or publication rights.
5. Post content or spam of a commercial nature.
6. Infringe DDLETB's Alcohol Policy by advertising drink pricing, promotions or excessive alcohol consumption.
7. Post digital media (audio, video, photography) or content without securing the necessary consent of the original copyright holder should such copyright exist.

Those who list DDLETB as their place of work or student in a personal capacity on Social Media Platforms should, where possible, state that the views expressed are their own personal views and not that of DDLETB.

6. MONITORING/MAINTENANCE

DDLETB fully respects the right to privacy of staff, students and external parties. However this right must be balanced against DDLETB's legitimate right to protect its interests.

Creating New DDLETB Branded Social Media Channels

If you want to create a new social media account that will include 'DDLETB' or any of its Schools/Centres in its title, you must obtain the written consent of a DDLETB Manager, ie Principal, Director, Centre Manager. The ICT Department of DDLETB must be notified of all new channels. (support@ddletb.ie)

Presence and Maintenance

Those who manage social media channels associated with DDLETB must ensure that they are in a position to respond to comments and posts made on the site in a timely manner.

7. BREACHES OF POLICY

Any breach of this policy or any failure or refusal to comply with this policy may be a disciplinary offence which may warrant an investigation, which may in turn lead to disciplinary action, up to and including, suspension/dismissal.

8. NOTICE AND TAKE DOWN PROCEDURE

DDLETB operates on a 'Notice and Takedown' procedure for DDLETB operated social media.

If you have any complaints or objections to material or content, or if you believe that material or content posted on DDLETB Social Media Channels infringes any intellectual property that you hold, please email DDLETB's IT Support (itsupport@ddletb)

Upon receipt of the Take Down request, DDLETB will take the following action:
Acknowledge receipt of the complaint.



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- Make an initial assessment of the complaint within 24 hours of acknowledging receipt of the complaint. DDLETB may make contact with the complainant during this initial assessment period for the purposes of verifying the complaint.
- Where DDLETB considers it appropriate, it will remove the content which is the subject of the complaint, pending a full investigation.
- Any removal will be on a 'without prejudice' basis and shall not constitute any admission of responsibility on the part of DDLETB or any other party.
- Upon making a final determination on the complaint DDLETB may:
 - Reinstatement or removal of the content;
 - Amend the content at its sole discretion;
 - Permanently remove the content.

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