



Cloughjordan No.1 N.S.,
Templemore Road,
Cloughjordan,
Co. Tipperary.
☎ 0505 - 42318
Fax. 0505 - 42318
Email: principal.cloughjordan.no1.ns@gmail.com
cloughjordannsno1@gmail.com

Cloughjordan No.1 N.S. Social Media Policy and Procedures

Data Protection

This Policy should be read in conjunction with the school's Data Protection Policy

Purpose

The school's Social Media pages serve as a platform to celebrate schoolwide achievements, share important updates, and foster a positive online school community presence.

Roles and Responsibilities

- The Board of Management will appoint a Social Media Officer at the start of each term of office.
- The Social Media Officer will be the Chief Moderator of all Social Media Platforms linked to the school. Only the use of Instagram is permitted under this policy:
- No other Social Media platforms linked to the school are permitted.
- Only the following people are permitted to post to the school's Social Media platforms:
 - Social Media Officer
 - School Principal
 - School Secretary
 - Chairperson Board of Management

Personal Data

The school collects limited personal data for the purpose of Facebook and Instagram, to communicate school events. This includes:

- photos of school activities
- details of events held and celebrated by the school
- notices in relation to the interest of the school for parents/guardians, prospective pupils and the wider community

Consent

- Parent/Guardian consent will be obtained before using their child's data on school Social Media Platforms.
- Opt-Out Option - Parents/guardians will have the option to opt their children out of all social media content if they have any concerns about their privacy.
- Every effort will be made to ensure that children without consent will not appear on our social media page.
- If in the event, children without consent are in photographs (such as group photographs), Emojis will be used to cover the faces of these children to protect their privacy, and the consent wishes of parents.

Content Guidelines

- All content posted on Cloughjordan No.1 N.S. social media platforms must always adhere to respectful language and positive discourse.
- Only content that aligns with the school's values and ethos will be posted.
- All posts will relate only to school news, activities, achievements and events.
- School Policies and Procedures will not be shared via the school's Social Media Platforms. School Policies and Procedures, including updates, are published on the school's website.
- A link to the school's website will be provided on both of the school's Social Media Platforms.
- The sharing of personal or sensitive information about students or staff is not permitted.
- No names of pupils or staff will be used on any social media posts
- Copyright laws will be respected by giving proper credit for images, videos, or any other content shared.
- Any followers will be engaged with in a respectful and professional manner.
- All enquiries, and messages will be replied to as soon as possible. Any enquiries in relation to the running of the school, school policy, school enrolment etc. will be referred to the School Principal. In instances where the Social Media Officer is unsure, he/she will refer to the School

Principal for clarification.

- Comments and likes will be switched off or disabled

User Conduct

- Users are responsible for their actions and must respect others' opinions and privacy.
- Users must maintain a professional and inclusive tone in all communications.
- The use of offensive, discriminatory, or derogatory language is not permitted.

Legislation Compliance

- Only content that is owned or properly credited to the original source will be shared
- The Social Media Officer will obtain all necessary permissions before sharing external content or photos of students/staff.

Monitoring and Moderation

- The Social Media Officer will moderate all platforms regularly to ensure compliance with this policy and these procedures.
- The Social Media Officer will take immediate action to address any violations of the social media policy.
- The Social Media Officer will inform the School Principal immediately of any breach of this policy and make a full report at the subsequent Board of Management meeting.

Reporting

Users should report any inappropriate content or behavior to the Social Media Officer or the School Principal immediately.

Security Measures

- Strong passwords will be used. Passwords will be changed regularly. Changing of passwords is the responsibility of the school's Social Media Officer.
- Regular security checks will be conducted by the Social Media Officer to prevent unauthorised access.
- The sharing of location-based information or any details that could compromise safety is to be avoided.
- Permission will be obtained by the Social Media Officer from individuals/groups before tagging or mentioning them in posts.

Updates and Review

This policy will be reviewed every three years to ensure alignment with legislation and current best practices.

Any updates to the policy must be ratified by the Board of Management and will then be communicated to relevant stakeholders.

This Social Media Policy was adopted by the Board of Management on 27/11/2025

Chairperson: *Lesley Sandes*

Date: 27/11/2025

Principal: *James Coughlan*

Date: 27/11/2025