Social Media Policy

Adopted by Cavan and Monaghan Education and Training Board

on 13 November 2013

Introduction

Social media is the term commonly given to Internet and mobile phone-based channels and tools that allow users to interact with each other and share opinions and content. Social Media, as the name implies, involves the building of communities or networks and encouraging participation and engagement.

Cavan and Monaghan Education and Training Board recognise that the use of Social Media provides valuable educational opportunities for shared learning and the collaborative exchange of ideas. However, the widespread use of social networking sites and the possibilities of inappropriate use which may bring Cavan and Monaghan Education and Training Board into disrepute or compromise a member of staff of Cavan and Monaghan Education and Training Board, means that a Policy is required which sets out the position of Cavan and Monaghan Education and Training Board on social networking by members of staff.

Purpose

The purpose of this Policy is to outline the responsibilities of members of staff who utilise social networking services. Whilst this is not definitive, social networking services include Facebook, MySpace, Bebo, Blogging, Twitter, YouTube, LinkedIn and also includes the use of such services via mobile telephones.

Scope

The Policy applies to all staff in any role in any Schools/Institute/Centre/Office, on a permanent, temporary, casual or fixed term basis and refers to the following essential elements of social networking usage;

- Access
- Account Management
- Acceptable Use
- Employee Conduct
    - o Professional Use
    - o Personal Use
- Content Management
- Security
- Data Protection
- Legal Issues
- Public Conduct

Policy

Access

It is envisaged that Collaborative Networking Services will be provided to all Cavan and Monaghan Education and Training Board Staff, Students and Learners via emailing and Virtual Learning Environment (VLE) facilities.

Where available, it is intended that staff be issued with an email account for on commencement of employment.

Requests for other social media facilities must be submitted in writing to the School Principal/Institute Director/ Centre Manager as indicated in Appendix I.

Account Management

Each School/Institute/Centre should coordinate an authorisation process for Staff wishing to create an account for the benefit of the School/Institute/Centre.

Each School/Institute/Centre is responsible for establishing and maintaining a Register of all social networking application domain names in use, the names of all Staff Administrators of these accounts, as well as the associated user identifications and passwords currently active within their School/Institute/Centre as outlined in Appendix II.

No new accounts can be opened in the name of Cavan and Monaghan Education and Training Board, or in the name of an individual School/Institute/Centre of Cavan and Monaghan Education and Training Board, without authorised sign off being secured in advance from Senior Management.

Acceptable Usage

In availing of Social Media Services approved by Cavan and Monaghan Education and Training Board, Staff must follow regulations and guidelines according to the ICT Acceptable Usage Policy for the Information Systems of Cavan and Monaghan Education and Training Board.

Employee Conduct - Professional Use of Social Media

- Staff should never post or send abusive, defamatory or distasteful messages or post photographs, videos or other media which could be considered in breach of Cavan and Monaghan Education and Training Board Policy and Procedure.

- Staff should not publish personal identifiable information of Cavan and Monaghan Education and Training Board Staff, Students or Learners unless this is in line with the policies of the school/centre and Cavan and Monaghan Education and Training Board.

- Staff should not send individual emails to students from their personal email accounts or reply to individual emails sent by Students from their personal email accounts.

- Staff should note that student names will not be recorded in website photographs unless it is an officially sanctioned photograph by the School Principal/Institute Director/ Centre Manager and Parental/Guardian consent has been secured.

- Staff should never post a comment about Cavan and Monaghan Education and Training Board that purports to represent the views of Cavan and Monaghan Education and Training Board or an individual School/Institute/Centre unless approved by the School Principal/Institute Director/ Centre Manager or the Chief Executive.

- Harassment/Sexual Harassment or Bullying via social media will not be tolerated

- The inappropriate use of Social Media web sites may lead to disciplinary action

Teaching Staff must follow the Guidelines prescribed by the following extract from the Teaching Council Code of Conduct

"Teachers shall…

3.3.6 Communicate effectively with pupils/students, colleagues, parents, school management and others in a manner that is professional, collaborative and supportive, and based on trust and respect.

3.3.7 Ensure that any communication with pupils/students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as e-mail, texting and social networking sites.

3.3.8 Ensure that they do not access, download or otherwise have in their possession while engaged in school activities, inappropriate materials/images in electronic or other format.

3.3.9 Ensure that they do not access, download or otherwise have in their possession, at any time or in any place, illegal materials/images in electronic or other format."

The Teaching/Tutoring Staff of a School/Institute/Centre have an important role to play in educating students in the safe and responsible use of Social Media. The School/Institute/Centre Social Media Policy should be read in tandem with this Policy, with Appendix III presenting guidelines on the preparation of such a Policy.

Employee Conduct – Personal Use of Social Media

The use of Social Media websites which are purely about personal matters and do not identify the user as an employee of Cavan and Monaghan Education and Training Board or discuss the activities of Cavan and Monaghan Education and Training Board will normally fall outside the guidance of this Policy, however, where members of staff place material on such personal social media webpages which would identify the user as an employee of Cavan and Monaghan Education and Training Board and discuss the activities of Cavan and Monaghan Education and Training Board this will fall within the scope of this policy.

However, the use of such personal social media within the Workplace should fall within the parameters of the Cavan and Monaghan Education and Training Board ICT Acceptable Usage Policy. It is important for staff to be aware that the use of social media when outside work can become the concern of the School/Institute/Centre and Cavan and Monaghan Education and Training Board, if the content relates to School/Institute/Centre or College activity. Disciplinary procedures may be invoked and there have been numerous court cases in recent times where employees have been dismissed for badmouthing their employer or customers on social media in outside work activity. This is where the *"think before you type"* culture can provide assistance.

Staff using social media sites for personal use should be conscious of 'keeping private life private'. Any 'friend' or link requests from students should be declined/refused.

Content Management

Each School Principal/Institute Director/Centre Manager is responsible for establishing, publishing, and updating their pages on social media sites and reserves the right to modify social media content based on best educational practice and standard.

Security

Cavan and Monaghan Education and Training Board is working to develop best practices to ensure the security of data and technical infrastructure in light of the new uses, users, and technologies related to social media use.

As a result, Cavan and Monaghan Education and Training Board's IT Administrators shall limit Internet access to Social Media services web sites according to the Cavan and Monaghan Education and Training Board's ICT Acceptable Use Policy, while allowing authorised users to reach content necessary to accommodate operating and instructional requirements. Such limitations may include:

- Allowing Internet access to Users who are specifically authorised.
- Preventing unnecessary functionality within Social Media web sites, such as instant messaging (IM) or file exchange.
- Minimising and/or eliminating the addition of web links to other web sites

Cavan and Monaghan Education and Training Board IT Administrators shall enable technical risk mitigation controls to the extent possible.
Such controls may include:
- Filtering and monitoring of all Social Media web site content posted and/or viewed.
- Scanning any and all files exchanged with the Social Media web sites.

Data Protection

As a Data Controller Cavan and Monaghan Education and Training Board have responsibilities in relation to Data Protection. The collection, use and retention of personal data in the form of subscribers to social media pages or the automatic collection of 'cookie data' fall under the data protection rules. Staff should familiarise themselves with the Code of Practice for Protection of Personal Data in ETBs and Cavan and Monaghan Education and Training Board's Data Protection Policy. It should be noted that a higher threshold of care must be exercised in relation to the collection, use and retention of sensitive data and the data of students.

Legal

Members of Cavan and Monaghan Education and Training Board's staff are responsible for ensuring that the use of Social Media facilities is lawful and must exercise due caution and diligence to ensure the use of all Social Media services adheres to all applicable laws and regulations.

Failure to do so may result in any or all of the following legal consequences;
- Member of staff being personally liable to criminal prosecution.
- Members of staff being personally sued for damages in a civil court.
- Cavan and Monaghan Education and Training Board or a School/Institute/Centre being sued for damages in a civil court.

Public Conduct

Users and visitors to social media sites of Cavan and Monaghan Education and Training Board shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the School/Institute/Centre and members of the public.

Cavan and Monaghan Education and Training Board social media site articles and comments containing any of the following forms of content shall not be allowed:
- Comments not topically related to the particular social medium article being commented upon
- Comments in support of or opposition to political campaigns or ballot measures
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination in violation of the **Equal Status Act 2000-2011** and the **Employment Equality Act 1998-2011** in the domains of
  - Gender
  - Marital status
  - Family status
  - Sexual orientation
  - Religion
  - Age
  - Disability
  - Race
  - Membership of the Traveller Community
- Sexual content or links to sexual content;
- Conduct or encouragement of illegal activity

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

Other Related Policies and Procedures

The School/Institute/Centre Social Media Policy should be followed in connection within the implementation of this Policy (A template policy is given at Appendix III which may be adapted by individual schools/institutes/centres to suit their own needs).
All Cavan and Monaghan Education and Training Board Social Media services are subject to Cavan and Monaghan Education and Training Board's Policies and Procedures and relevant Department of Education & Skills Circular Letters. Staff should read this Social Media Policy in consultation with the following;
- ICT Acceptable Usage Policy for the Information Systems of Cavan and Monaghan Education and Training Board

- Child Protection Procedures for Primary and Post Primary Schools
- The Teaching Council Code of Professional Conduct for Teachers
- Grievance Procedures for Staff employed by Education and Training Boards
- Bullying Prevention Policy - Complaint Procedure For ETB Staff
- Harassment/Sexual Harassment Prevention Policy - Complaint Procedure For ETB Staff
- School/Institute/Centre Health and Safety Statements
- Student Code of Conduct/Behaviour
- Code of Practice for dealing with Complaints made by Parent/s, Guardian/s of a Student or by a Student (who has reached the age of eighteen) currently enrolled in a school/centre, against a Staff Member employed by Cavan and Monaghan Education and Training Board (ETB)
- Code of Practice for the Protection of Personal Data in ETBs

Access to the Policy

This policy can be found on the Cavan and Monaghan Education and Training Board's Websites, www.monaghanvec.ie. and www.cavanvec.ie and on School/Institute/Centre Websites, where they are available. Note Cavan and Monaghan ETB's website is currently being developed and will shortly be available as www.cmetb.ie.

Members of staff should consult with their School Principal, Institute Director, Centre Manager or Head of Section for further details pertaining to this Policy.

Implementation and Review

This policy will be implemented by Principals, Institute Director and Centre Managers. Staff members will also be responsible for implementation in their own area of work.

This policy was adopted by Cavan and Monaghan Education and Training Board on 13 November 2013.

This policy will be reviewed annually and/or in light of any changes in legislation, advice received and changes in technology.

Appendix I

Request to create a Social Media Account within a School/Institute/Centre of Cavan and Monaghan Education and Training Board

Name of Staff Member:	School/Institute/Centre:
Name and Brief Outline of Social Media Facility being Requested:	
What is the Educational Purpose of this Social Media Facility?	
How will this Social Media Facility be managed?	
Authorised Permission has been granted to create this Social Media by:	
Signature	Date

Authorised Permission can only be signed by School Principal / Institute Director or Centre Manager.

No accounts can be opened in the name of Cavan and Monaghan Education and Training Board or in the name of an individual School/Institute/Centre of Cavan and Monaghan Education and Training Board without authorised sign off being secured in advance from Senior Management.

Appendix II

Register of Social Media Accounts within a School/Institute/Centre of Cavan and Monaghan Education and Training Board

Name of Social Media Facility	Date of Authorised Permission being Granted	Staff Administrators	System of Generating User Identifications and Passwords

Appendix III

Guidelines for the preparation of a School/Institute/Centre Social Media Policy. This template may be adapted for use by Individual schools/Institutes/Centres.

<Insert School/Institute/Centre Name>

Draft Social Media Policy

School/Institute/Centre MISSION STATEMENT

CONTENTS

1. RATIONALE.

2. RELATION TO MISSION.

3. AIMS OF THE POLICY.

4. POLICY CONTENT.

5. ROLES AND RESPONSIBILITIES.

6. REVIEW AND EVALUATION.

7. APPENDICES

RATIONALE

There can be little doubt that we currently live in an information age where the majority of the content (photographs, music, video, print) we consume and create is of a digital nature. The distribution and sharing of such material on the Internet via Social Media sites such as Facebook, Twitter, MySpace, YouTube, Google+ etc. has become a feature of our times. Young people are now said to be 'digital natives' as the creation and sharing of content comes naturally to them.

Unfortunately there is scope for naïve, irresponsible and inappropriate use of Social Media sites and this can lead to bullying, harassment and illegal activity whilst online. **Insert 'School /Institute /Centre Name'** therefore needs a policy to ensure the safe & responsible use of Social Media by all members of the school/centre community. This is necessary in order to protect students, staff and the good name of our **Insert 'School / Institute /Centre Name'**

RELATION TO MISSION

The Mission Statement of **Insert 'School / Institute /Centre Name'** and embedded pastoral approach place a committed emphasis on care for the student. The focus is on care for the individual, respect for others and the promotion of positive behaviours that will enable students to participate safely in a digital world and aligns to the objectives of this Social Media Policy.

AIMS

This Policy aims to:

- Produce a set of strategies for students that will allow them to use Social Media safely and responsibly.
- Protect the integrity and good name of all members of the **Insert 'School / Institute /Centre Name'** community from online abuse.
- Outline behaviours which are unacceptable and the consequences of these.
- Provide guidance for staff and students on the appropriate use of Social Media.

POLICY CONTENT

1. **Strategies to be communicated to students/learners to enable safe & responsible use of Social Media**

a. **Use strict privacy settings**.

Students/learners (Users) should review all of the options on the privacy settings page. Many social media websites' default settings tend to keep information public until a user makes it private (although Facebook is a little stricter with minors' accounts). "Friends Only" is a good choice for most items, but users can be even more selective.

b. **Be selective and control what you post.**

Users should be selective about what they share by customising the recipients of posts. Activities on Facebook, including the applications young people use and games they play, can be viewed by others. Remember: Everything online happens in front of a vast, invisible, and often anonymous audience. Once something is out there, it doesn't go away as it can be copied and forwarded easily and quickly. Everything leaves a digital footprint.

As a rule of thumb if users wouldn't be comfortable posting something (pictures, comments etc.) on a noticeboard in the school corridor then they shouldn't post it online.

Students/learners should never post personal details such as phone number, personal email address or home address.

Remember that irresponsible online behaviour can damage real life reputation.

c. **Be selective with friends.**

Users should be careful who they make friends with online. In general it is better to restrict friends to people who are known and trusted in the real world.

d. **Pre-approve tags**.

Users should choose the settings that allow them to see everything they have been tagged in (including photos) before the tag links to their page.

e. **Use notification settings.**

Users can tell Facebook (or other social media site) that you want to be notified of any activity performed on their name, including photo tags.

f. Never post location.

Facebook lets users post their location on every post. Users should not do this for safety and privacy reasons. It also allows users to "tag" friends' location. Users can prevent anyone from tagging their location in the 'How Tags Work' section of the website.

g. Cyberbullying

Cyberbullying can involve unwanted text messages, phone video recordings or web posts being used to threaten, abuse or harm someone. It is like physical or verbal bullying, but it uses technology instead.

Cyberbullying, like all bullying, is difficult on the victim. It can be hard to prove and difficult to get the courage to report it.

If a student/learner is experiencing this form of bullying, it is vital they don't suffer in silence. Also, if a student/learner has witnessed cyberbullying, it is important that they take appropriate action and address the problem.

Further information for Parents/Guardians and Students/Learners is available from the following publication produced by Barnardos and the NCTE:

http://www.hotline.ie/documents/Cyberbullying.pdf

Read the Office for Internet Safety's Guide to cyberbullying, which includes information on when and how to contact service providers if you are being cyberbullied.

http://www.internetsafety.ie/website/ois/oisweb.nsf/page/DPCY-7LYJ4V1343473-en

h. Beating Cyberbullying

- Don't reply to the messages or get into any online arguments.

- Save the evidence (photo/email/video/web post, etc.) as proof. Take a screenshot of any comments that are threatening.
- Make a note of the time and date that messages or images were sent, along with any details available about the sender.
- Tell a trusted adult, such as a close relative, a family friend, a Class Tutor, Year Head, the Deputy Principal or Principal or any Teacher/Tutor in the School/Institute/Centre,

health professional or a youth worker, someone who will be able to help and give support.

- Contact a free confidential support service such as Samaritans - telephone 1850 609090.
- Report the bullying to the Gardaí.
- Report the bullying to the technology providers such as the mobile phone company, web host or website owner.

Text Bullying

Texting is cheap, easy and can be great for quick conversations. Unfortunately it can also be used to harass, bully and frighten people. Text bullying or harassment can be texts that frighten, insult, threaten people or make them feel uncomfortable. Email, social networks like Facebook/Twitter/BBM (Blackberry Messaging) and phone calls can be used to harass in the same way.

It is illegal to bully or harass someone by text, phone, Internet or email and if the harassment is getting out of hand you should report it to the Gardaí.

If Text Bullying is happening:

- Students/learners should not stay quiet about the bullying. They should tell a friend, parents, a Class Tutor, Year Head, the Deputy Principal/Deputy Director or Principal/Director/Centre Manager or any Teacher/Tutor in the School/Institute/Centre, health professional or a youth worker, someone who will be able to help and give support.

- Students/learners should not reply to the messages or get into any text arguments. If there's no answer, hopefully they will get bored and stop harassing.

- Messages should not be deleted as they can be used as evidence for reporting the crime. A note should be made of the time and date that messages or images were sent, along with any details available about the sender.

- The bullying should be reported to the Gardaí and the phone company. If the phone company are aware of the problem they may be able to give a new phone number or caution the person carrying out the harassment.

Parents/Guardians worry about the dangers of cyberbullying. The Office of Internet Safety booklet "Get With IT!" is a Guide to Cyberbullying. This booklet is intended to increase awareness of all aspects of cyberbullying in the new media world and to help parents and

their children understand the often confusing issues of new media technologies and tools which children and young people are using for this behaviour.

This publication was produced as a joint initiative between the Office for Internet Safety, the National Centre for Technology in Education (NCTE), O2 and Barnardos

http://www.internetsafety.ie/website/ois/oisweb.nsf/page/DPCY-7LYJ4V1343473-en

i. Using Social Media on a Mobile Phone.

If a student/learner's profile is linked to their mobile phone, they should use the website's privacy settings to ensure that their phone number is not visible.

j. Chat & VoIP services. (These allow for communication that may be typed or spoken with or without webcam access)

When using the above services e.g. Skype, Google Talk, Facebook Chat; users should only communicate with people they trust and remember that other people may be able to view all aspects of the communication.

k. Watch the clock.

Social media sites can be real time wasters. Hours and hours can go by online - time that should be spent doing homework, studying, reading or exercising.

Appendix A contains links to some online resources that may be useful in dealing with the above subject in class.

Appendix B contains information on reporting inappropriate use on the Facebook site.

2. Unacceptable uses of Social Media sites and their consequences.

Unacceptable use of Social Media sites will include:

- Sending or posting discriminatory, harassing, or threatening messages or images that may cause harm to any member of the school community.
- Forwarding or 'Liking' material that is likely to cause offence or hurt to a third party.
- Sending or posting messages or material that could damage the School's image or reputation.
- Creating a fake profile that impersonates another member of the school community.
- Sending or posting material that is confidential to the School.
- Uses that violate copyright law, fail to observe licensing agreements or infringe on others' intellectual property rights.
- Participating in the viewing or exchange of inappropriate images or obscene material.

While all cases involving the inappropriate use of social media will be dealt with on an individual basis, the School/Institute/Centre and its Board of Management considers the above to be serious breaches of our Code of Behaviour. Disciplinary consequences up to and including expulsion may be exercised in certain cases.

Please see the School/Institute/Centre Code of Behaviour for information on the full range of sanctions the School/Institute/Centre employs and our appeal procedures.

3. Guidelines for staff on the use of Social Media sites.

Personal use of Social Media:

Use of these sites by staff in school is governed by Cavan and Monaghan Education and Training Board's Social Media Policy, Cavan and Monaghan Education and Training Board ICT Acceptable Usage Policy and the recently published 'Code of Professional Conduct' from the Teaching Council, see Appendix C.

Staff should not use their personal profiles to conduct school business or communicate with Students/Learners or their Parents/Guardians.

Educational use by staff:

Social Media sites can offer educational opportunities for collaboration on projects, presentation of ideas and sharing of class materials and resources. Staff should be guided by the following principles when incorporating Social Media into their teaching.

- The starting point for all Social Media interaction should be via a link in the Subject Department section on the school's website where this is available.
- The educational advantage of the use of the Social Media site in question should be clear and permission sought from the School/Institute/Centre Principal/Director/Manager before use. Appendix I of the Co Monaghan Social Media Policy indicates how this permission is sought.
- Material that is confidential in nature such as student names, grades etc. should never be posted.
- In general Facebook pages for schools/institutes/centres should be set up as 'like' pages rather than 'friend' pages. This means that the pages is used as an information resource only and students who 'like' the page cannot view or link to others who 'like' the page.
- 'Groups' should be used when collaborating on Facebook. Membership of these can be strictly controlled and users do not have to be friends of other users or the group's creator.

- Pay strict attention to intellectual property and copyright laws.
- All students participating in the online collaboration should be advised of their responsibility to use the site appropriately as per sections 1 & 2 above.
- Staff are expected to exercise sound judgement and maintain the highest professional standards while using Social Media in the School/Institute/Centre

More information on how Facebook may be incorporated safely into the classroom and the creation of groups may be obtained from the Facebook Safety Centre (see link below).

http://www.facebook.com/safety/groups/teens/

ROLES AND RESPONSIBILITIES

1. The **Board of Management** will approve the policy and ensure its development and evaluation. The Policy will then go before the ETB for ratification. This approval, development and evaluation is conducted in parallel to the prescriptions of the Cavan and Monaghan Education and Training Board Social Media Policy
2. The **Principal/Director/Centre Manager and Deputy Principal/Director/Centre Manager** will be responsible for the dissemination of the School/Institute/Centre Social Media Policy and the application of consequences, which are conducted in parallel to the prescriptions of the Cavan and Monaghan Education and Training Board's Social Media Policy.
3. **Year Heads/Head of School/Course Co-ordinator** will outline unacceptable uses of Social Media to students and be responsible for keeping records of breaches of Section 2 of the Policy.
4. The **Principal/Director/Centre Manager and relevant Staff including HSCL Teacher, Year Head** will organise for the provision of a Parents Information Evening on Internet safety. This should take place ideally every two Years and could be done in conjunction with Feeder Primary Schools/ Parents of pupils in Feeder Schools could be invited to attend.
5. **Class Tutors** will be alert to the signs and possibilities of Bullying within their groups.
6. Strategies to ensure online safety will be taught as part of the School/Institute/Centre Pastoral Care anti-bullying programme.
7. **Subject Teachers** will report any incidents of online bullying and be mindful of their obligations under the Child Protection Guidelines.
8. The **Guidance Counsellor and Care Team** will provide support for students who have been victims on online bullying.
9. **Programme Co-ordinators** will ensure that their section of the school's website, where available complies with this policy.
10. **Subject Teachers** will adhere to the guidelines outlined in Section 3 of the policy above.

11. **All Staff** must highlight that use of Social Media in cyber, text or other bullying formats may be the concern of the School/Institute/Centre if it impacts on School/Institute/Centre itself, its staff or students/learners

12. **All staff** must adhere to this policy and the prescriptions of the Cavan and Monaghan Education and Training Board's Social Media Policy.

REVIEW AND EVALUATION

The effectiveness of this policy will be monitored by the Principal/Director/Centre Manager and Deputy Principal/Deputy Director/Deputy Centre Manger and School/Institute/Centre Staff.

The policy will be reviewed annually and in light of changes in legislation and advances in technology or as needs dictate during the academic year.

APPENDIX A

Follow the links below for resources to assist in educating students on the responsible use of the Internet and Social Media.

http://www.makeitsecure.org/en/young-users.html

http://www.make-it-safe.net/

http://www.webwise.ie/

http://www.facebook.com/safety/groups/teens/

http://www.internetsafety.ie/website/ois/oisweb.nsf/page/safety-en

www.watchyourspace.ie

www.thinkb4uclick.ie

www.safekids.com

http://www.spunout.ie

APPENDIX B

Procedure for Alerting Facebook in the case of Bullying or the posting of inappropriate images.

The link below can be used to report the above to Facebook who generally take such reports seriously and quickly remove the offensive material.

http://www.facebook.com/help/?page=178608028874393&ref=bc

Procedure for Reporting a Fake Profile on Facebook.

The first piece of action to be taken by a person, in respect of whom a fake profile on Facebook has been set up, is to contact the Facebook Help Centre immediately and require Facebook to remove the fake profile. This can be done using the link to the Help Centre below. Facebook state that the profile will be removed within 24 hours from notification.

http://www.facebook.com/help/?faq=167722253287296

Procedure for having inappropriate or offensive clips removed from YouTube

YouTube may be alerted to inappropriate uses by selecting the 'Flag' option beside the clip. YouTube will then ask you to select one of six reasons why the video is inappropriate: Sexual Content; Violent or Repulsive Content; Hateful or Abusive Content; Harmful Dangerous Acts; Infringement of Personal Rights; Spam. Once you have indicated the reason YouTube will review the clip within 48 hours and delete it if necessary

APPENDIX C

Guidelines for staff on Personal use of Social Media websites

From the Teaching Council Code of Conduct

Teachers shall…

3.3.6 Communicate effectively with pupils/students, colleagues, parents, school management and others in a manner that is professional, collaborative and supportive, and based on trust and respect.

3.3.7 Ensure that any communication with pupils/students, colleagues, parents, school management and others is appropriate, including communication via electronic media, such as e-mail, texting and social networking sites.

3.3.8 Ensure that they do not access, download or otherwise have in their possession while engaged in school activities, inappropriate materials/images in electronic or other format.

3.3.9 Ensure that they do not access, download or otherwise have in their possession, at any time or in any place, illegal materials/images in electronic or other format.