# Digital/Social Media Policy

## 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) 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 Youthreach social media channels is to promote the activities of DDLETB Youthreach 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 Youthreach has developed this policy to clarify how best to use these tools to the benefit of DDLETB, DDLETB Youthreach, its staff and students to maintain a strong and professional presence with all DDLETB Youthreach-related communications. Staff and students need to be aware that any mention of DDLETB and DDLETB Youthreach, 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 & DDLETB Youthreach policies in force at the time.

## 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 and DDLETB Youthreach social media channels or on any other social networking website. It also applies to people external to DDLETB posting material to official DDLETB and DDLETB Youthreach social networking sites.

## Roles & 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.
* Coordinators - 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 Regional Manager.

## Supporting standards, procedures & 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.
* Criminal Law (Sexual Offences) Act 2017
* Defamation Act 2009.
* Prohibition of Incitement to Hatred Act 1989.

Any user who posts information onto social networking sites must adhere to existing DDLETB and DDLETB Youthreach 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 Youthreach Internet Safety Acceptable Usage Policy.
* The DDLETB’s Data Protection Policy.

## Policy DDLETB

Social networking channels exist to promote the activities of DDLETB & DDLETB Youthreach 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 & DDLETB Youthreach social media channels shall not:

* Post information which is confidential to DDLETB & DDLETB Youthreach.
* Post material that is: Threatening/harassing/illegal/offensive/defamatory/indecent/inappropriate in nature.
* Post contact information, such as phone numbers/email addresses, of any member of the DDLETB & DDLETB Youthreach community without their consent.
* Infringe on the rights of DDLETB & DDLETB Youthreach or any individual or entity, including privacy, intellectual property or publication rights.
* Post content or spam of a commercial nature.
* Infringe DDLETB’s Alcohol Policy by advertising drink pricing, promotions or excessive alcohol consumption.
* 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.

## Monitoring/maintenance

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

## Creating new DDLETB branded social media channels

If centres or persons want to create a new social media account that will include ‘DDLETB’ in its title, written consent must be obtained from a DDLETB Manager, i.e. Regional Manager. The ICT Department of DDLETB must be notified of all new channels. ([support@ddletb.ie](mailto: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.

## 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.

## 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.
* Make an initial assessment complaint within 24 hrs of acknowledging receipt of 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:
  + Reinstate or remove the content
  + Amend the content at its sole discretion
  + Permanently remove the content