

 Bord Oideachais agus Oiliúna Dublin and Dún Laoghaire Átha Cliath agus Dhún Laoghaire Education and Training Board	DDLETB	
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1. Purpose

Social media refers to mobile and computer-based technologies which enable users to communicate with each other and share information.

The purpose of this policy is to provide guidelines and direction while adhering to relevant legislation for the creation, management and moderation of Dublin and Dún Laoghaire ETB (DDLETB) social media presence on appropriate social media platforms* and ensure a cohesive approach to our brand, image and social media content across our organisation.

The social media policy will inform DDLETB staff and learners their social media roles and responsibilities, providing clarity on what is appropriate to post and share, and what to avoid.

The purpose of official DDLETB social media channels is to promote the ETB Sector and DDLETB school sector, further education sector and organisational support and development as well as the services it provides to learners and our staff.

**Appropriate social media platforms include but are not limited to, Facebook, LinkedIn, Instagram, YouTube and websites.*



2. Scope of Policy

The policy applies to:

- All learning practitioners (teachers, tutors, instructors and trainers) employed on permanent, temporary, casual or fixed term contract in DDLETB.
- All administrative and ancillary staff employed on a permanent, temporary, casual or fixed term contract in DDLETB.
- All learners attending any DDLETB schools, colleges, centres, adult education, community or youth programmes run under DDLETB's suite of education programmes.
- All PR, Communications and Social Media Coordinators within our organisations (schools and centres).
- Workers such as agency staff, casual staff, academic visitors, or contractors who are undertaking work on behalf of DDLETB.

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This policy primarily governs official social media activity but may also apply to personal use where individuals are identifiable as members of DDLETB where such use may reasonably be associated with DDLETB or could impact its reputation. DDLETB respects the rights of staff and learners to freedom of expression and privacy. However, these rights carry responsibilities when individuals are associated with the organisation.

To clearly delineate use of social media in a personal capacity, employees, retired staff and stakeholders are advised that they must use a personal identity.

When members create personal accounts, the user must refrain from using their official work email accounts.

Staff are asked to use their better judgment when posting on social media.

DDLETB reserves the right to bring a concern viewed on social media to the relevant authority.

3. Roles and Responsibilities

- **DDLETB Senior Leadership Team:** Will review the policy on an annual basis and recommend its adoption by DDLETB Board.
- **DDLETB Board:** Will review and approve the policy on an annual basis.
- **DDLETB Communications Team:** Will be responsible for account approval, monitoring and incident reporting to Head of Communications and Head of Corporate Services. They will ensure that staff comply with the policy and will liaise with staff in the event of a breach of policy. This team will be the first point of contact where there is an DDLETB social media query or request to post. They will also provide support and training to PR and Social Media Leads in schools, colleges and centres.
- **Head of Communication and Head of Corporate Services:** Will be responsible for managing the incident response.
- **School/Centre Leadership:** Will have local account oversight.
- **Social Media Administrators:** Will be responsible for day-to-day management and moderation.
- **Staff & Stakeholders:** To adhere to this policy and report suspected breaches of policy to the Communications Team who will escalate to the Head of Communications/Head of Corporate Services.

4. Policy Details

DDLETB social media channels exist to promote the activities of DDLETB, its member schools, colleges, centres and the services they provide to learners and staff. DDLETB social media accounts should not be used for any personal use or gain. It should be noted that any person who contributes/posts to any DDLETB social networking sites is personally responsible for ensuring that the material is appropriate and follows the professional values, ethos and guidelines of DDLETB (support documents below).

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DDLETB Branding on Social Media

Schools/colleges/centres are encouraged to highlight that they are under the patronage of DDLETB/under management of DDLETB in their 'Bio' or 'information' section of each social media page and on all websites. Schools/colleges/centres should regularly include the DDLETB logo on images and/or embedded in videos.

Please refer to DDLETB Brand Guidelines as the primary source of branding requirements (available on the staff hub or on request from csgroup@ddletb.ie). We must always keep our organisational goals, values and ethos at the forefront of all communications.

[View DDLETB Statement of Strategy](#)

[View ETB Patrons Framework on Ethos](#)

5. Legal

GDPR/Data Protection

The GDPR (General Data Protection Regulation) represents a data protection law implemented by the EU (European Union) in May 2018. The law is designed to provide individual consumers control over their personal data.

Personal data is information that can help identify the person in question. The definition as per Data Protection Commission "Any information relating to an identified or identifiable natural person ('data subject').

Children and young people, as well as adults, have a right to privacy and therefore their consent should be sought in relation to use of personal data, including images. In the case of children (up to 18 years of age) parental/guardian consent should be sought and information provided on how and for what purpose images will be used.

DDLETB strives to be compliant with GDPR and the Data Protection Act 2018.

[Learn more about Data Protection here.](#)

Consent for use of images on social media, website and publications.

Individuals have the right to be asked to consent or not, to the use of their image for use on social media, website and publications. This consent is required in all such cases where an image of an individual is to be used. All consent must be opt-in consent, i.e. a positive action or indication, and should be recorded in writing or electronically. Even after a person has given consent, they have the right to withdraw consent at any time. In these circumstances, they may request that images be removed/unpublished and no longer used. These requests must be honoured. For further advice, please contact dataprotection@ddletb.ie

Consent forms are legal documents and as such must be kept in a secure location by school/ centre management. These should be reviewed/renewed and checked regularly. **DDLETB Image consent forms are available on request from dataprotection@ddletb.ie*

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[Learn more about GDPR here](#)

Security

Third party social media sites are used at the user's own risk and since the school/centre has no control over these sites, the school/centre cannot take any responsibility for data stored on these sites. Users should familiarise themselves with the terms and conditions governing all social media sites and adhere to these conditions, in addition to the regulations set out in this Policy.

Any person who contributes/posts to any DDLETB related social networking sites is personally responsible for ensuring that the material is appropriate and follows the professional values, Ethos and guidelines of DDLETB.

Communications on Social Media

DDLETB recommends that **ONLY DDLETB approved** forms of communications are used with parents/guardians, learners of any age, staff etc. these include DDLETB associated email, Office 365, SharePoint, Teams and school/college/centre administration systems (VSWare, Aladdin etc.) and/or other identified DDLETB ICT approved forms of communications.

Other forms of communications and messaging, such as WhatsApp, Instagram DMs, Facebook Messenger should **NOT** be used under any circumstances for official communication as this may result in a GDPR breach. We recommend creating an automatic response on Direct Messaging/Private Messaging services to direct all enquiries to the school/centre/college office or official email.

6. Legislation and Policies

DDLETB has an obligation to abide by all Irish legislation and relevant legislation of the European Union. All users of DDLETB ICT resources should ensure that they are fully aware of and understand any of the relevant legislation which applies to ICT systems or data assigned to them. Members of DDLETB staff are responsible for ensuring that the use of social media and all information posted to social networking sites must adhere to the legislation in force at that time

Users posting on social networking sites must adhere to relevant legislation and DDLETB Policies and must respect copyright, software licensing rules, property rights, privacy, data protection requirements, confidentiality, information, and data security.

- Copyright and Related Rights Acts 2000 to 2007
- Children First Act 2015
- Data Protection Acts 1988 to 2018
- Defamation Act 2009
- Prohibition of Incitement to Hatred Act 1989
- Non–Fatal Offences Against the Person Act 1997
- Safety, Health and Welfare at Work Act 2005

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- Online Safety and Media Regulation Act 2022
- The Child Trafficking and Pornography Acts 1998 and 2004
- Copyright and Other Intellectual Property Law Provisions Act 2019
- Public Sector Cyber Security Baseline Standards

Details of each can be found on <https://www.oireachtas.ie> or <https://www.irishstatutebook.ie>

Relevant DDLETB Policies include:

- DDLETB Acceptable Internet Usage Policy
- DDLETB ICT and Communications Policy
- Software & Services Policy
- Mobile Phone Business Users Policy

For a full list of DDLETB policies visit www.ddletb.ie

7. Administration, Maintenance and Governance

DDLETB social media accounts are managed by the DDLETB Communications Team for Corporate Social Media Accounts and by individual School / Centre SLT for school/centre accounts. These must be maintained to a high level with regular posting taking place while avoiding saturating news feeds.

Administrators of school, centre and college social media accounts, with the permission of location leadership teams, are responsible for their own account managed and supervision. The DDLETB Communications Team are available for help and advice and will provide training and on-going support. The following process for social media accounts must be followed:

- Accounts must be authorised before opening by relevant member of school/centre/college/HO department management.
- Each account must have at least two administrators.
- Maintain a record of account administrators and passwords in a secure location.
- Only authorised users should have access to accounts and passwords.
- Enable two-factor authentication where available.
- Remove access immediately when staff leave.
- The Communications Team have editorial authority and oversight for all DDLETB related accounts and can take immediate and unilateral action to remove material should it feel that this is necessary.
- Accounts should only be opened when there are sufficient resources to ensure material is up to date and engaging. Dormant pages should be removed/closed as this reflects poorly on DDLETB, your school/college/centre and can be confusing for users.
- Students/Learners must not, in any circumstances have access to school, college or centre social media accounts.
- Parents Association members must not have access to school official social media accounts. Any accounts used by parents' associations

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must clearly state that they are independently under the control of the Parents Association. Additional consent will be required for image use on these accounts.

- If an administrator of DDLETB social media accounts ceases employment with DDLETB, new passwords should be created and their access on the social media accounts removed.

8. Policy and Rules

DDLETB Social Media

DDLETB Social Media Coordinators are obligated to:

- Avoid engaging with parties whose aim is to engage you in negative conversations.
- Not post anything associated with any commercial or political advertising.
- Never break embargoes.
- Never post material or digital media that contains nudity or could be deemed inappropriate, such as participating in the viewing or exchange of inappropriate images or obscene material.
- Never post the location of children in pictures and be selective when location services are used.
- Never harass, bully, impersonate, or intimidate any individual or group.
- Never share confidential, sensitive, or personal information relating to students, staff, parents/guardians, or DDLETB without appropriate authorisation.
- Engage in positive interactions, engage proactively and positively.
- Report any misinformation, abusive or derogatory language being used that could harm the DDLETB brand to the Communications Team. *Zero tolerance will be adhered to where abuse occurs.*

9. Social Media Incident / Managing Negative Content / Engagement

Please act responsibly with the information you are entrusted with. It can be easy to get caught up in social media and respond in a way that you would not do in a face-to-face scenario.

If a difficult situation arises online,

- Do not engage
- Take screenshots
- Avoid immediate public responses
- Escalate to the Principal or Centre Manager who should contact Head of Communications/Head of Corporate Services for advice

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

If there are any complaints or objections to material or content, or if it is believed that material or content posted on DDLETB related Social Media Channels infringes intellectual property rights, please contact the DDLETB's Communications Team, Head of ICT or Head of Corporate Services. Upon receipt of the Take Down request, DDLETB's Communications Team, Head of ICT or Head of Corporate Services will

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make an initial assessment of the complaint and may conduct further investigations and assessments of the complaint where appropriate. Content may be hidden or removed for the period of investigation.

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
- Update the complainant on the matter with outcome
-

DDLETB will aim to conclude the assessment of the complaint within one calendar month.

11. DDLETB - What to Expect

If you follow DDLETB on Facebook, Instagram, LinkedIn and YouTube, you can expect information covering some or all the following:

- DDLETB activities and achievements as well as those of member schools, centres, colleges and offices.
- Information about its public engagement and outreach events.
- Highlights from our work including publications, tasks, events and media coverage.
- Collaborations with ETBI, fellow ETB's, national and international bodies and stakeholders.

DDLETB wishes its social media channels to be an engaging and informative place for visitors to learn about its activities. For this to happen, it recommends the following guidelines to all social media users:

- Be courteous and respectful. DDLETB will remove any comments/content that is deemed offensive or inappropriate. Hate speech, cyberbullying, misogyny, racism, sarcasm, and profanity are all examples of offensive language.
- People who post comments DDLETB deems to be offensive or inappropriate will be blocked on their first offence.
- Avoid posting any personal information about yourself or any other person.
- DDLETB will endeavour to make its social media posts accessible to all users.
- Remember that the views expressed by DDLETB followers and stakeholders on social media channels are their own, and do not represent the views of DDLETB.

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12. Social Media Guidelines

Employee Usage - Professional Use

You are personally responsible for the content you publish on social media, blogs or any other form of user-generated media. Review everything that you post.

If you are unsure and content is related to the DDLETB, talk to your school/college leader, centre/college manager, DDLETB Communications Team or DDLETB Head of Corporate Services before posting. Staff are expected to exercise sound judgement, behave responsibly and maintain the highest professional standards while using social media in their school, college or centre.

Remember the internet does not forget, THINK BEFORE YOU POST

Please Do:

- Think before you type. Pay strict attention to intellectual property and copyright laws.
- Use your public voice for positivity, encouragement, sharing good news or information.
- Ensure all images are being used with the full written consent. Avoid posting content that could be deemed to be threatening, harassing, illegal, defamatory or hostile towards any individual or entity.
- Avoid posting material that promotes discrimination based on race, sex, religion, nationality, political belief, disability, sexual orientation, or age.

Please Do Not:

- Post or send abusive, defamatory, or distasteful messages, photographs, videos, or other media or content which that could contain insults, religious slurs, ethnic slurs or obscenities.
- Publish personal identifiable information without consent or material which would identify a third party without express permission.
- Post any confidential information belonging to DDLETB or our centres or information which could have the effect of damaging the reputation of DDLETB, our centres or of any third party.
- Post inaccurate and/or misleading information or spam.

Social Media Guidelines

Employee Usage - Personal Use

If using social media in a personal capacity, employees should include '**opinions are my own**' in their private bio on social media platforms. Please remain vigilant on how you engage with other users and content. If discussing DDLETB related matters on social media, you must identify yourself with your name and, when relevant, your role at DDLETB.

If you are not an official spokesperson for DDLETB you must make clear that you are speaking for yourself and not on behalf of the organisation. You can use a

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disclaimer like *"The postings on this site are my own and do not necessarily represent the position, strategy or opinions of DDLETB". However please note a disclaimer does not remove responsibility for posts that could damage the reputation of DDLETB.*

Please act responsibly with the information you are entrusted with.

DDLETB is not obliged to follow any of its friends/followers.

If DDLETB friends, connects with, or follows a social media account it does not imply endorsement of any kind.

Shares and shared content from external sources do not denote DDLETB endorsement.

Social Media Guidelines

Learner Usage

Each school/centre/college must provide the following guidelines to its learners in managing their social media use safely.

While all cases involving the inappropriate use of social media will be dealt with on an individual basis, the school, college or centre and DDLETB considers the following to be serious and unacceptable behaviour and disciplinary consequences may be exercised in certain cases:

- Sending or posting discriminatory, harassing, or threatening messages, video or images that may cause harm to any member of DDLETB's education community or the wider 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 DDLETB's or associated school, college or centre's image or reputation.
- Creating a fake profile that impersonates a location, another member of DDLETB's community, a school/centre/college or DDLETB itself.
- Sending or posting material that is confidential to the school, centre or college.
- Violations of copyright law, failure to observe licensing agreements, or infringements on the intellectual property rights of others.
- Posting or participating in the viewing or exchange of inappropriate images/video or obscene material.
- The school/centre and DDLETB should only be tagged when appropriate and must only be tagged in educational or related school/centre activities. Individual learners should NEVER be tagged in school/centre posts.
- Any breaches of GDPR or Data Confidentiality.

Note - Learner social media posts, images and videos will not and should never be shared, reshared etc. to school/college/centre platforms.

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13. Social Media Additional Information

For more information and guidance use the links below:

- [Official Language Scheme 2017-2020](#) - Irish Language Requirements advice and support available - csgroup@ddletb.ie
- [Further information on DDLETB](#)
- [DDLETB Full list of Policies](#)
- [Further information on Data Protection](#)
- [Overview of GDPR Guidelines](#)
- [List of DDLETB School, College and Centre Locations](#)
- [Additional information and supports for parents on Social Media usage](#)

These guidelines are not exhaustive and will be regularly updated to consider changing technology and practices. Any queries or questions should be directed to DDLETB Communication Team and/or Head of Corporate Services.

Communications Team:

janetmurphy@ddletb.ie - Schools, OSD and DDLETB Newsletter

jessicasheekey@ddletb.ie - Further Education and Training

jenniferfarrely@ddletb.ie - DDLETB website content and management

Corporate Services:

csgroup@ddletb.ie

Breaches of the Policy

Any breach of this policy or any failure or refusal to comply with this may lead to disciplinary action. Regular reviews of all DDLETB Social Media account content are undertaken by the Communications Team.