

2015

ARTANE SCHOOL OF
MUSIC SOCIAL
MEDIA POLICY



CONTENTS

1.0 Policy statement.....2

2.0 Who is covered by the policy3

3.0 The scope of the policy.....3

4.0 Responsibility for implementation of the policy4

5.0 ADMINISTRATORS and CONTRIBUTORS4

6. General Rules for use of Artane School of Music Social media.....5

7.0 Code of Conduct for Administrators and Contributors.....7

9.0 Monitoring and Review7

10.0 References.....7

1.0 POLICY STATEMENT

The Artane School of Music in its role as a centre of excellence in education has developed this policy as set of standards for all associated with the School, to govern the use of social media in a responsible and mature way. With the growing use of social media and the adoption of social media in the Artane School of Music, it is essential that there are clear rules and standards to guide **administrators** and **contributors** for appropriate use of our social media applications.

This policy is therefore designed to assist **staff, members and parents** make appropriate decisions about the use of social media applications such as:

- I. Blogs and Electronic Newsletters
- II. Social networking websites and Podcasts
- III. Forums or Internal social media (Facebook) groups or Message boards
- IV. Making or leaving comments/content on social media applications such as Twitter, Facebook or LinkedIn
- V. Content published on our School website www.artanemusic.ie
- VI. Any as yet unidentified social media application which may be applicable under the policy

This policy outlines the standards required of staff, members and parents when using or interacting with social media applications:

Acting on behalf of the Artane School of Music (ASM) as an **Administrator**

Or

Acting in a personal capacity as a **contributor** to said applications

This policy will outline how the Artane School of Music will monitor use of social media applications, and any action that will be taken in respect of any breach of this policy. It is essential for administrators and contributors to understand that they are personally responsible for content that is published and that content may be in the public arena for many years. Administrators of all ASM Social Media outlets are appointed by approval of the Artane School of Music Communications Committee.

This policy supplements our **child protection policy** and will set clear standards for appropriate use of social media applications by members and students of the Artane School of Music. Guidelines will also be published in the member's code of conduct.

2.0 WHO IS COVERED BY THE POLICY

This policy covers individuals working at all levels and grades within the Artane School of Music - including board members, officers, directors, employees, consultants, part-time and fixed-term employees, volunteers and members collectively referred to as **Staff, Members and Parents** for the purpose of this policy.

3.0 THE SCOPE OF THE POLICY

Staff, members and parents, either as **Administrators** or **Contributors** will comply with this policy to protect the privacy, confidentiality, and interests of our School and its related ensembles.

Breach of this policy may be resolved under the ASM disciplinary policy

- In the case of Staff: under ASM staff disciplinary policy
- In the case of a member or student by an informal/ formal interview with the school Manager and Designated Liaison Person (DLP) and with the member/student and parent/guardian present
- the case of a parent: by informal/formal interview with the Manager and a member of the communications committee

Any staff, member or parent who feels that they have been offended by material posted or uploaded onto an ASM social media application or feels they have been harassed or bullied, or should inform the ADMINISTRATOR of the relevant social media page or website in the first instance:

- To remove and save the offending material for further investigation
- Inform the Manager immediately

Contact details of administrators and chairs are available on the governance tab on the ASM website)

4.0 RESPONSIBILITY FOR IMPLEMENTATION OF THE POLICY

The Artane School of Music communications committee has overall responsibility for the effective operation of this policy.

- I. The Manager is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks to our operations.
- II. All staff, members and parents are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff, members and parents should ensure that they take the time to read and understand it. Any breach of this policy should be reported to the Manager or in their absence, the chairperson of the communications committee
- III. Questions regarding the content or application of this policy should be directed to Chairperson of the communications committee.

5.0 ADMINISTRATORS AND CONTRIBUTORS

- i. For the purposes of this policy, **ADMINISTRATORS** are defined as persons who are permitted to post material on social media applications on behalf of the Artane School of Music and its various ensembles (The Artane Band, the Artane Senior Band and any other Artane ensemble)with approval from the ASM Communications Committee
- ii. For the purposes of this policy, Parents, Members and staff other than administrators will be defined as **CONTRIBUTORS**. They may contribute to social media pages as individuals but cannot post material or content on behalf of ASM. If contributors wish to have material posted on ASM social media sites they are requested to send any material required for publication by email to the manager or administrators directly. Please see the ASM website Governance Tab (<http://artanemusic.ie/policies/>) for a list of social media and website administrators for approval before publication.

6.0 GENERAL RULES FOR USE OF ARTANE SCHOOL OF MUSIC SOCIAL MEDIA

As an **Administrator** you are permitted to use social media on behalf of The Artane School of Music, in accordance with this policy. You must therefore adhere to the following rules:

- i. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- ii. Never disclose commercially sensitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the Manager.
- iii. It is acceptable to quote a small excerpt from an article, particularly for the purposes of commenting on it or criticising it. Quote accurately and include references. It is always preferable to create a link to content rather than copy content.
- iv. Before creating a link to another website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
- v. Please read and comply with the terms of use when making use of any social media platform,
- vi. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as an organisation. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- vii. It is worth repeating that administrators and contributors are personally responsible for content published in the social media arena– and to be aware that what you publish will be public for many years.
- viii. If a discussion thread becomes heated, or offensive, do not escalate the situation. As an administrator you have the right to shut down, remove and delete offending articles or conversations.
- ix. Consult with the manager or chairperson of the communications committee if you feel uncomfortable about anything about to be published

- x. Always consider others' privacy and personal beliefs and avoid discussing topics that may be inflammatory e.g. politics and religion
- xi. Parents are not required to comply with the Data Protection Act when taking photographs of their **own children**, for their own private use, at an organised event. As far as the Data Protection Act is concerned, The School does not need to seek permission for parents to video or photograph school events. As long as the parents have been invited to the event and the subsequent pictures are intended for family or private use, there is no breach of the Act
- xii. It is best practice to avoid using personal details or full names of any member under the age of 18 in a photograph on social media applications. Written permission must always be sought before publishing images of members under the age of 18 if not at a public event. Written permission will be contained in the ASM Enrolment form
- xiii. Before any members under the age of 18 can appear in a video to be posted on our social media site(s) there must be parental consent. As described above, you cannot publish if you do not have explicit permission as contained in ASM enrolment form
- xiv. However there will be occasions where members may be identified in documenting and recording or illustrating work processes and events carried out during the School year: i.e.
 - a. *Artistic work – created and performed by our musicians*
 - b. *Reporting to specific interest groups such as evaluators, funding agencies, sponsors and/or the general public*
 - c. *Promotional work*
 - d. *Any other appropriate use*
- xv. Do not link to personal social media pages of any student/member under the age of 18
- xvi. Please inform the Manager of any comments of any kind concerning the Artane School of Music or its ensembles which are found on any social media sites.

7.0 CODE OF CONDUCT FOR ADMINISTRATORS AND CONTRIBUTORS

Administrators and **Contributors** should be aware that any use of social media websites may be monitored and, where breaches of this policy are found, action may be taken under our ASM Disciplinary Procedures. Misuse of social media websites can, in certain limited circumstances, constitute a criminal offence or otherwise give rise to legal liability against you as an individual and us as an organisation. It may also cause embarrassment for the School and to our stakeholders.

In particular uploading, posting, forwarding or posting a link to any of the following types of material on a social media application, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

- I. Pornographic material (i.e. any offensive text, pictures, films and video clips of a sexually explicit nature)
- II. A false and defamatory statement about any person or organisation;
- III. Material which is offensive, obscene, criminal, discriminatory, derogatory or may cause embarrassment to us, our clients or our staff;
- IV. Confidential information about the School, or any of our staff, clients, commercial partners and competitors which you do not have express authority to disseminate
- V. Any other statement which is likely to create any liability, whether criminal or civil, and whether for you or us
- VI. Material in breach of copyright or other intellectual property rights, or which invades the privacy of any person.

Any such action will be addressed under ASM Disciplinary Guidelines

Where evidence of misuse is found the Board of Management will be informed and they will undertake a more detailed investigation in accordance with ASM Disciplinary Procedures. This will involve the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation. If necessary such information may be handed to the Garda in connection with a criminal investigation.

9.0 REVIEW OF POLICY

THE CHAIRPERSON OF THE COMMUNICATIONS COMMITTEE SHALL BE RESPONSIBLE FOR REVIEWING THIS POLICY ON A YEARLY BASIS WITH THE COMMUNICATIONS COMMITTEE AND THE SCHOOL MANAGER TO ENSURE THAT IT MEETS LEGAL REQUIREMENTS AND REFLECTS CURRENT BEST PRACTICE.

10.0 REFERENCES

This policy is based on a template prepared by Beachcroft LLP, 100 Fetter Lane, London EC4A 1BN and prepared by the Communications Committee, Artane School of Music