

# Social Media Policy

## (August 2017)



**Irish Forest  
School Association**

### **Rationale:**

Maintaining an online presence is vital for The Irish Forest School Association (IFSA), not only in terms of keeping current members in touch with the association, but for prospective members to learn about Forest School (FS). The IFSA website will play an important role in this, but social media platforms will be a space for sharing information directly to the public, as well as to members and prospective members whilst ensuring its reputation is carefully managed.

### **Aims:**

The purpose of the IFSA social media use is to:

- Inform members of any gatherings and events related to FS.
- Share news based articles on FS from Ireland and around the world.
- Share resources that may be useful to FS practitioners.
- Keep members in contact with the IFSA through interactive posts.
- Create awareness of fundraising events related to IFSA.
- Direct followers to the IFSA website and email contact.
- Enable and respond to member and public queries and feedback.
- Provide information on and raise awareness of FS in Ireland.
- Promote discussion on relevant FS topics.

### **Terms of Use:**

- Any articles or photos may be emailed to [info@irishforestschoollassociation.ie](mailto:info@irishforestschoollassociation.ie).
- The Board will nominate two persons to act as administrators on the IFSA social media platforms.
- No posts that may be deemed as offensive will be posted.
- Photos shall only be published with permission from the owner.
- Any harmful comments will be deleted immediately and users that post harmful comments will be blocked.
- There will not be excessive duplicate communication posts which may be considered as spam.
- Information posted will be accurate and not misleading.
- 'Followers' should not use the name, emblems or logos of the IFSA to promote their own commercial objectives or activities without permission from the IFSA.
- 'Followers' should not use the name, emblems or logos of the IFSA to imply the IFSA endorses an activity without its prior consent.
- If a user believes certain material is in contravention of this policy, please submit your complaint to the IFSA chairperson at [info@irishforestschoollassociation.ie](mailto:info@irishforestschoollassociation.ie), who will bring it to the attention of the Board.

The IFSA reserves the right at any time to revise the terms of this policy. Any such revisions will be notified to you on the IFSA website, and by continuing to use the relevant social media sites following such notification users will be deemed to have accepted the revised terms of this policy.

If you have any queries in relation to this policy, please contact us by email:  
[info@irishforestschoollassociation.ie](mailto:info@irishforestschoollassociation.ie)