

St. Joseph's Primary School, Neath



Twitter Policy

Published: September 2017

1.0 Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to St. Joseph's Primary Schools twitter account: @stJosPri. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in St. Joseph's Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

2.0 What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweepers either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to *follow* or be *followed*. To follow somebody / something ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. @stJosPri will not enter into private discussions with others.

@stJosPri will be a private account not searchable through the Twitter website.

3.0 What is the primary purpose of @stJosPri?

@stJosPri will be used to showcase work and achievements of children at St. Joseph's Primary School and as a tool to support parental communication such as snow days, training day closures etc. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

4.0 Who controls content for @stJosPri?

The uploading of content for @stJosPri will be undertaken by all teachers at St. Joseph's Primary School. These tweets will be overseen by the Head Teacher and Digital Lead. Teachers will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents.

5.0 Posting Etiquette

All tweets will be of a positive nature. On no occasion shall *text speak* be used when tweeting e.g. gr8, +ive, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed and the teacher who posted the tweet will be informed.

6.0 Posting Tweets When Off-Site

To protect the children at St. Joseph's Primary School the functionality to 'place' Tweets must be turned off. This will ensure that followers of @stJosPri cannot place a child and the school at a specific off site location.

7.0 Hardware

Tweets will be made from school devices and staff mobile phones by authorised staff only. It is agreed that as soon as a photograph has been taken and tweeted from mobile phones the photographs will be deleted off the device. Staff will only use the @stJosPri feed to post school material.

8.0 Tweeting Times

The school will only tweet between the hours of 8am and 7pm from Monday to Friday. (During residential visits times may vary).

9.0 Naming of People

When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4.

10.0 Photograph Consent

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Twitter). Additionally a list will be placed in the staffroom for reference by all staff members. When tweeting from within the phase or across the whole school, staff should be

aware of children who are not to have their photographs published on the Internet (including Twitter).

11.0 Who can follow @stJosPri

When @stJosPri receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors:

➔ The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the SIMS database; is a member of the St. Joseph's Primary teaching staff; Is a school governor; is a known and proper person to the school;

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, Digital Leader will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their Twitter details, and should take no more than a few minutes.

12.0 Who will @stJosPri follow?

In order to protect itself from inappropriate content being distributed into its news feed, @stJosPri will not actively seek to follow any other users. This is to ensure that the tweets displayed on @stJosPri account relate directly to education and the achievements of children at St. Joseph's Primary School.

13.0 What is inappropriate content and referencing and how will it be dealt with?

@stJosPri welcomes any referencing, mentions, or interactions that show the school in a *positive light* only. Therefore, St. Joseph's Primary School deems any of the following as inappropriate:

- ➔ Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school;
- ➔ Unsuitable images or content posted into its feed;
- ➔ Unsuitable images or content finding its way from another's account into the @stJosPri feed.
- ➔ Images or text that infringe upon copyright;
- ➔ Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

14.0 Retweeting

From time to time @stJosPri will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken after consultation with the Digital Lead.

15.0 Administration Information

This policy was created on **10th September** by Mrs K Stephens

This policy was presented and accepted by the Governing Body on **20th November 2017**

This staff were made aware of this policy on **11th September 2017**

This policy will be reviewed in 3 years or if guidance changes.

This policy will be subject to an earlier revision should St. Joseph's Primary School decide to allow children to use Twitter in school. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.

16.0 Signatures

Headteacher

Staff Member