

# **Twitter Policy**



**Freegrounds Junior School**

**First Published: February 2018**

**UPDATED: September 2018**

## 1.0 Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to Freegrounds Junior School, twitter account: @Freegroundsjun

This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Freegrounds Junior School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

After an initial trail period using the account @Freegrounds3 we have expanded the use of Twitter at Freegrounds Junior School. As this account will represent the whole school a new user name has been created and the old account will cease online activity.

## 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. Tweeteters 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. @Freegroundsjun will not enter into private discussions with others. @Freegroundsjun will be a public account searchable through the Twitter website.

## 3.0 What is the primary purpose of @Freegroundsjun?

@Freegroundsjun will be used to showcase work and achievements of children at Freegrounds Junior School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. @Freegroundsjun will not be used as a tool to support parental communication such as snow days, training day closures etc.

## 4.0 Who controls content for @Freegroundsjun?

The uploading of content for @Freegroundsjun will be undertaken by the senior management team (SLT) and Year Learning and Progress Leaders at Freegrounds Junior School. 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

When tweets are made from the @Freegroundsjun Twitter account, a hashtag will always be included. The use of hashtags allows tweets to be grouped with similar hashtags therefore allowing tweets to be grouped together. Hashtags will always start with the following structure: #Freegroundsjun This denominates the tweet is originating from Freegrounds Junior School. This hashtag will then encompass additional text which directly relates to the tweet.

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 Freegrounds Junior School tweeting whilst off site is not allowed. Any tweets that celebrate success off site e.g. a football tournament should be made whilst back at school. This will ensure that followers of @Freegroundsjun cannot place a child and the school at a specific off site location.

## 7.0 Hardware

All tweets will be made from Apple iPads tablet. These will kept with the Year Learning and Progress leaders when not in use.

## 8.0 Tweeting Times

The school will only tweet between the hours of 7.30am and 5.00pm from Monday to Friday.

## 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.

On normal tweets children will not have their faces in photographs. If there are special circumstances where a child's face is needed, parental permission will be sought on an individual basis.

## 11.0 Who can follow @Freegroundsjun

When @Freegroundsjun 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 Freegrounds Junior teaching staff; Is a school governor; is a known and proper person to the SLT.
- \ The quality of the biography of each individual as read in the bio section of their Twitter account;
- \ The images on view in the potential followers Twitter account.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, SLT 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 @Freegroundsjun follow?

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

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

@Freegroundsjun welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Freegrounds Junior 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 @Freegroundsjun 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 @Freegroundsjun 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 by members of the SLT.

#### 15.0 Administration Information

This policy was created on 19th February 2018 by Mr S. Bingley. This policy was presented and accepted by the Governing Body. The staff were made aware of this policy. This policy will be reviewed in July 2018.. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.

This policy has been reviewed and admended on 6<sup>th</sup> September 2018 by Mr. S. Bingley. The policy has been presented and accepted by the Governing body.

#### 16.0 Signatures

Headteacher Staff Member Governor