



All different, all valued

## High Bank Junior Infant and Nursery School Twitter Policy

Review: November 2015      Signature: \_\_\_\_\_

Next review: November 2016

# High Bank Junior Infant and Nursery School

## Twitter Policy

### Aims of using Twitter

The aim of using Twitter is to:

- Quickly share and celebrate children's achievements, successes and school updates:
- Demonstrate safe and responsible use of social media.
- Encourage the use of 21st Century technology

### Rationale

The rationale of this policy is to explain acceptable use of Twitter, relating to High Bank School's Twitter account **@HighBankSchool** for staff, pupils, parents and the local community. It links closely to our e-safety policy.

The policy will therefore aim to explain the purpose of Twitter in High Bank School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using social media.

### 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. Tweeters 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 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 privately message each other, when they don't want conversations to appear.

***Our Twitter account will not enter into private discussions with others.***

### What is the primary purpose of High Bank School's Twitter Account?

High Bank School's Twitter account will be used principally to be followed by parents, and other professionals, in order to advertise the excellent work by staff, pupils and parents. It will also contain information detailing special events and news in school. While we prioritise face-to-face communication with parents, the aim of the Twitter account is to run alongside more traditional methods and ***not to replace them.***

Twitter's own policies regarding safety rules and violations can be read on:

<https://support.twitter.com/categories/56#>

### Who controls the High Bank School Twitter Account?

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff. It will be used to advertise the school in a positive light and promote useful information to their followers. They alone will be

responsible for password protection, changed termly and the uploading of content from school devices only, for example School IPADs/Laptops.

From October 2017, individual year groups will use year group pages as a further link to parents. The class teacher will be responsible for their year group page including the password, any news, photographs or Tweets posted on it. SLT will regularly check the individual year group Twitter pages to ensure continuity throughout school, privacy settings and appropriateness of Tweets etc.

The school Twitter account will only use children's first names, when referencing children, and photographs, containing children's faces, will only be uploaded if parental permission has been granted. The Twitter use parental permission letter will be sent out at the start of each academic year, alongside other permission letters.

Individually targeted content will not be posted e.g. "Well done Josh, a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable.

High Bank School's Twitter feed will usually be updated and monitored during normal school hours, however, circumstances may dictate that updates are provided at different times, for example, school trips, sporting fixtures or important information i.e. a school closure due to weather conditions.

***High Bank School's Twitter account will not respond or reply to tweets, for example a question from a follower; this is not the platform to discuss or debate school related issues.***

#### **Who can follow High Bank School's Twitter Account?**

At present, High Bank School's Twitter accounts are open to all followers; however we reserve the right to block accounts deemed inappropriate, or offensive, to ourselves and/or others.

***Under no circumstances, should staff members follow the High Bank School Twitter account from their own personal Twitter accounts.***

#### **Who will High Bank School's Twitter Account follow?**

In order to protect ourselves, from inappropriate content, being distributed into our news feeds, High Bank School's Twitter accounts will not actively seek to follow other users. However, exceptions may be made, where following another user has obvious benefits to the school. These will be decided, on a case-by-case basis, at the discretion of the SLT. High Bank School will be primarily a distributor of information, to those who follow it, and not a receiver of information.

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

High Bank School welcomes any referencing, mentions, or interactions, which portray the school in a positive light only. Therefore, we deem any of the following, as inappropriate:

- Offensive language, or remarks, aimed at the school, its staff, parents, 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 schools feeds.
- Images or text that infringe upon copyright.
- Comments that aim to undermine 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.