

WOODLANDS PRIMARY SCHOOL



TWITTER POLICY

Updated : March 2017

Next Review date: February 2018

WOODLANDS PRIMARY SCHOOL

TWITTER POLICY

Rationale

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it's important that staff at Woodlands Primary School embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of Twitter relating to Woodlands Primary School twitter account: @TEAM_Woodlands. The policy will explain the purpose of Twitter in Woodlands Primary School and the benefits that will arise from its proper use.

What is Twitter?

Twitter is a social media tool that currently has no age restrictions for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

The reason Woodlands Primary School and staff will be using Twitter is twofold:

1. To share and showcase the learning at Woodlands Primary School with a wider audience
2. To involve the wider community in the life of the school

Twitter will not be used to engage with individual parents directly, however, important announcements and notices could be sent as part of general communication to parents.

Pupils at Woodlands Primary school will not be permitted to follow the twitter account.

Staff with personal twitter accounts are not permitted to follow the Woodlands Primary School account.

The Woodlands Primary School Account

Only the designated members of staff will have access to the official school twitter account. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated.

The @TEAM_Woodlands account will be registered to ict@woodlands.cheshire.sch.uk. This email address can only be accessed by designated members of staff.

Twitter Etiquette

Any Tweets from the official school account will be grammatically correct and will not contain text language such as lol, gr8 or l8r. Some tweets may contain hashtags. A hashtag is a label or type of metadata tag used on social media, such as #WoodlandsInfants #WoodlandsJuniors that enable tweets to be added to a collection of other related tweets that are generally viewed by more people. If tweets are being sent to spread the news of an event/website/facebook post, they could look something like this:



In this tweet you can see a request to view a new blog post and the hashtag #edchat

Safeguarding Pupils

In order to safeguard the pupils at Woodlands Primary School, no names of pupils will be used alongside any pictures or work of pupils. Woodlands Primary School seeks photographic consent of all the pupils. Tweets sent by Woodlands Primary School will adhere to this list.

Who can follow Woodlands Primary School?

Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the designated team to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the designated team will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.

Parents are able to follow the school twitter account. They will be approved by the designated members of staff. In no circumstances should pupils be allowed to follow the school twitter account. Should this happen, the staff are to block the pupil and inform a member of the SLT at their earliest convenience.

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

Woodlands Primary School welcomes referencing, interaction or mentions.

Woodlands 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 Woodlands Primary School 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 reported to Twitter and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

REVISION DATE: February 2018

This policy/document was reviewed by:

Signed **Date**

Position

Signed **Date**

Position

The next revision date is: