

## **Hollin 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 Hollin Primary 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 Hollin Primary twitter account: @HollinPrimary and other professional twitter accounts within school. The policy will explain the purpose of Twitter in Hollin Primary 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.

### **Why will Hollin Primary and staff be using Twitter?**

The reason school name and staff will be using Twitter is twofold.

1. To share and showcase the wonderful things happening at school.
2. For staff to engage in educational discussions that can enrich their own practice.

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. Professional staff accounts will belong to the staff and they will be solely responsible for their tweets. Tens of thousands of teachers in the UK are on Twitter, and this, is what we at Hollin Primary are keen for our teachers to join. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, and not to replace it.

### **The school name account @HollinPrimary**

Currently, only the Headteacher 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.

### **Twitter Etiquette**

Any Tweets from the official school account, or from professional accounts, will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

### **Safeguarding Pupils**

In order to safeguard the pupils at Hollin Primary, no names of pupils will be used alongside any pictures of pupils. At the beginning of each academic year, Hollin Primary seeks photographic consent of all the pupils. Tweets sent by school name will adhere to this list. If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

### **Who can follow Hollin Primary?**

Anyone can follow the school's Twitter account. A regular check will take place 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. This decision will be made 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.

As stated in the staff guide, parents are able to follow staff on Twitter. It will be up to the individual teacher to decide whether they will allow parents to follow them or not.

In no circumstances should pupils be allowed to follow staff. Should this happen, the staff are to block the pupil and inform a member of the SLT at their earliest convenience.

### **Who will @HollinPrimary follow?**

In order to protect itself from inappropriate content being distributed into its news feed, @HollinPrimary will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis. @HollinPrimary sees itself more as a distributor of information to those who follow it and not as a receiver of information.

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

@HollinPrimary welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Hollin 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;
- Extremist views or radical views or opinions as in line with the prevent duty and new radicalisation policy
- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account into the @HollinPrimary 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.

### **Parental Agreement**

At the beginning of each academic year, each parent is asked for their permission to put their children's image on the school website. These permissions now include Twitter (this is part of the home-school agreement). Where the parents do not wish their child's image to appear on the school website or on Twitter, the school will aim to follow these wishes.

Date ratified by Governing Body: February 2017

Date for review: February 2019