



Great Easton Primary School Twitter Usage Policy (July 2015)

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Great Easton Primary School handle @GEPS10 for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Great Easton Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a web2.0 technology.

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/thing 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. @GEPS10 will not enter into private discussions with others.

What is the primary purpose of @GEPS10?

@GEPS10 will be used principally to be followed by staff, parents and other professionals in order

- ❖ To advertise the excellent work by staff, children, parents and governors

- ❖ To quickly share and celebrate children's achievements, successes and school updates.
- ❖ To demonstrate safe and responsible use of social media. It may 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.

Who controls content for @GEPS10?

The uploading of content for @GEPS10 will be controlled by members of the admin or teaching staff team. They alone will be responsible for password protection and uploading of content.

Who can follow @GEPS10?

At this moment in time @GEPS10 will not allow followers known to be under the age of 18. It will block followers found to be under the age of 18. Followers of @GEPS10 may be blocked should school checks reveal any concerns of a safeguarding nature. Concerns could be:-

- 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;
- Language used in Tweets on the account;
- The school reserve the right to block an account for any other reason deemed appropriate in order to safeguard its pupils.

In the unlikely event that a parent or other suitable follower is inadvertently rejected, the 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.

Who will @GEPS10 follow?

In order to protect itself from inappropriate content being distributed into its news feed, @GEPS10 will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. The school Twitter account will only follow educationally linked accounts. No personal accounts, unless they are

educationally linked, will be followed, for example a children's author. These will be decided on a case-by-case basis at the discretion of the SLT.

@GEPS10 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?

@ GEPS10 welcomes any referencing, mentions, or interactions that pose the school in a positive light only. Therefore, Great Easton 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 @ GEPS10 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.

Further notes for usage

- The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- The school Twitter account will not reference any child's name.
- Where possible photos will be group shots, pupil names will not be included in posts
- The account may be used to share news and information during a school trip. The teacher will 'Tweet' from their own Twitter account and quote @GEPS10 in the Tweet - this can then be 're-tweeted' by the admin of the account.

- 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. Although always think about the most effective way to communicate important information.
- By endorsing Twitter we may be encouraging children to use Twitter so e-safety rules in each classroom will be reinforced regularly and, if and, when tweets are discussed with the children.
- Twitter's own safety rules can be read on:
https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166

Date for review: Summer 2017

Ratified by *Governors* 28/09/2015