



Twitter Policy

@school_ws 

Last Updated: September 2016

Next Review Due: September 2017

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the William Stockton Primary School Twitter feed @school_ws for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in William Stockton Primary School and the benefits that will arise from its proper use, and also avoid any potential pitfalls using this 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. @school_ws will not enter into private discussions with others.

What is the primary purpose of @school_ws?

- @school_ws will be used principally to be followed by staff, parents and other professionals in order to promote the excellent work by staff, children, parents and governors.
- 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.

Who controls content for @school_ws?

The uploading of content for @school_ws will be controlled by the whole staff.

Who can follow @school_ws?

- @school_ws is a public account
- The school retains the right to block any followers who post content that is deemed to be inappropriate (see below).

Who will @school_ws follow?

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

What information will be shared @school_ws?

- @school_ws is solely sharing information and events involving William Stockton Primary School.
- The @school_ws Twitter account will retain a professional boundary at all times, no personal information will be tweeted.
- Tweets that promote our school in a positive light will may be retweeted.

When is it acceptable to respond to tweets?

- @school_ws account will not reply to all 'replies' on Twitter.
- @school_ws is solely for information and will not discuss any school matters.

How to protect @school_ws

- @school_ws username and password are only known by the staff.

When will @school_ws be active?

- @school_ws will be active between the hours of 8am-6pm Monday to Friday.
- Tweets will only be made outside of this time for school events (e.g. sports, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather).

What information will be shared relating to individual pupils at the school?

- Photographs
- Work produced by pupils (not identified by name)

- @school_ws will only post an individual child's forename and first letter of their surname
- Individual achievements of pupils, both in and out of school (with consent from parent/carer)

Do parents/carers have to provide consent for information relating to their child to be published by @school_ws?

- The school will use consent provided under the Cheshire West and Chester Council's Acceptable Use Policy which parents complete when enrolling their child at the school.
- Parents/carers who have specific concerns about information relating to their child being posted on @school_ws should address these to the Headteacher.

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

@school_ws welcomes any referencing, mentions, or interactions that position the school in a positive light only.

Therefore, William Stockton Primary School deems any of the following as inappropriate:

- Comments that aim to undermine the school, its staff, pupils, parents, governors or others affiliated with the school.
- Offensive language or remarks aimed at the school, its staff, pupils, 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 @school_ws feed.
- Images or text that infringe upon copyright.

Any inappropriate content will be deleted and its users will be removed, blocked, and, depending on the nature of the content, reported to Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

How will safer internet be promoted alongside Twitter?

@school_ws is primarily for parents and guardians. However, the school's use of Twitter promotes the use of social media to the children. In addition to Internet Safety week, e-safety will be reinforced through any use of computing in other subject areas.

If a child requests to follow @school_ws, the E-Safety officer (Computing Lead) will be notified.