

Glynwood Community Primary School



Twitter Policy

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1. Rationale

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of our daily life. Twitter is another tool for us to use to keep everyone informed about what we are doing in school; work the children are doing, special projects and events etc. This policy will explain acceptable use of twitter relating to Glynwood Primary Twitter account: **@GlynwoodPrimary**. The policy will explain the purpose of Twitter in Glynwood Primary and the benefits that will arise from its proper use.

2. 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 and all tweets are public. Users are able to Direct Message (DM) should they wish something not to be made for public viewing.

3. Why will Glynwood Primary and staff be using Twitter?

The reason we will be using Twitter is to share and showcase the wonderful things happening in school.

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

4. The school name account **@GlynwoodPrimary**

All staff will have access to the official school twitter account.

5. Twitter Etiquette

Any tweets from the official school account will aim to 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.

6. Safeguarding Pupils

In order to safeguard the pupils at Glynwood Primary, no names of pupils will be used alongside any pictures of pupils. At the beginning of each academic year, Glynwood Primary seeks photographic consent of all the pupils. Tweets sent by Glynwood will adhere to this list.

7. Who can follow Glynwood 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.

8. Who will @GlynwoodPrimary follow?

In order to protect itself from inappropriate content being distributed into its news feed, @GlynwoodPrimary 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. @GlynwoodPrimary sees itself more as a distributor of information to those who follow it and not as a receiver of information.

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

@GlynwoodPrimary welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Glynwood 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 @GlynwoodPrimary 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.

10. 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 will include Twitter from September 2019, before then consent will be sought specifically for Twitter for the remainder of this academic year. 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:

Date for review: December 2019