



HARTWELL PRIMARY SCHOOL

Twitter Policy

Hartwell Primary is a Voluntary Controlled academy and, recognising its historic foundation, works to preserve and develop its religious character in accordance with the principles of the Church of England. This includes the active promotion of Christian and British values and the respecting of those of other faiths or none.

Date agreed: Spring 2018

Review date: Spring 2020

Rationale:

The rationale of this policy is to explain acceptable use of Twitter relating to Hartwell Primary Schools Twitter account: @Hartwell_Pri. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Hartwell Primary School and the benefits that will arise from its use. It will also deal with any potential pitfalls from using this communication tool.

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 which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody it ensures that all of their activity and comments appear in the followers' newsfeed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their newsfeed. Users can also private message each other when they don't want conversations to appear. @Hartwell_Pri will not enter into private discussions with others.

@Hartwell_Pri will be a public account searchable through the Twitter website.

What is the primary purpose of @Hartwell_Pri?

@Hartwell_Pri will be used to showcase work and achievements of children at Hartwell Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st century technology. @Hartwell_Pri will not be used as a tool to support parental communication such as snow days, training days, closure etc.

Who controls content for @Hartwell_Pri?

The uploading of content for @Hartwell_Pri will be undertaken by the deputy head (SMCC) and head of admin (DM) at Hartwell Primary School. These individuals will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents. Images of children will not be posted in a state of undress such as when changing for P.E or when in swimming costumes/trunks.

Posting Etiquette

All tweets will be of a positive nature. On no occasion shall 'text speak' be used when tweeting e.g. gr8, +ive, lol etc.. All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed.

Posting Tweets when off-site

To protect the children at Hartwell Primary School, tweeting when off-site should follow strict rules. Any tweets that celebrate sporting success off-site e.g. a football match should be made on the return journey back to school or whilst back at school. This will ensure that followers of @Hartwell_Pri cannot place a child and the school at a specific off-site location.

If on a field trip, off-site means being away from the place of accommodation, so any record of day visits should only be made on return to the groups' over-night accommodation. No record should be made of the groups' accommodation at all.

Hardware

All tweets will be made from the office computer or in the case of the deputy head one of her mobile devices. It is agreed that as soon as a photograph has been taken and tweeted from a mobile device the photographs will be deleted off the device. This is monitored by the Headteacher.

Tweeting Times

The school will only tweet between the hours of 8am to 6pm from Monday to Friday.

Naming of Children

When tweeting, a child will not be referred to by their name.

Photograph Consent

A list has been compiled of children who are not to have their photographs published on the internet (including Twitter). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the internet (including Twitter). Additionally a list will be placed in the staff room for reference by all staff members.

Who Can Follow @Hartwell_Pri?

When @Hartwell_Pri receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors:

- The name of the individual as read on their Twitter account and whether this name correlates to that of a parent of the school; is a member of the teaching staff; is a school governor; is a known and proper person to the SLT
- 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 account

Who will @Hartwell_Pri Follow?

@Hartwell_Pri will only follow a small number of educationally reputable organisations &/or individuals.

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

@Hartwell_Pri welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Hartwell 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 @Hartwell_Pri 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 will be reported to the appropriate authority.

Retweeting

From time to time, @Hartwell_Pri will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account.

Sally McCulloch

Deputy Headteacher