



Chalkhill Primary School - Twitter Policy

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to Chalkhill Primary School's twitter account: @Chalkhillschool. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Chalkhill Primary School and the benefits that will arise from its proper 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 to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody / something 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. @Chalkhillschool will not enter into private discussions with others.

What is the primary purpose of @Chalkhillschool?

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

Who controls content for @Chalkhillschool?

The uploading of content for will @Chalkhillschool be undertaken by the Computing Leader. Teachers 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.

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 and the teacher who posted the tweet will be informed.

Posting Tweets When Off-Site

To protect the children at Chalkhill off site e.g. a football tournament, tweets should be made on the journey back to school or whilst back at school. If tweeted from the location, then the location is not mentioned. This will ensure that followers of @Chalkhillschool cannot place a child and the school at a specific off site location.

Hardware

All tweets will be made from Computing Leader's phone/School phone. It is agreed that as soon as a photograph has been taken and tweeted from a mobile phone the photograph will be deleted off the device.

Tweeting Times

The school will only tweet between the hours of 7am and 7pm from Monday to Friday.

Naming of People

When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4.

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 make and display 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 staffroom for reference by all staff members. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Twitter).

Who can follow @Chalkhillschool?

When @Chalkhillschool 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 on the SIMS database; is a member of the Chalkhill Primary teaching staff; Is a school governor; is a known and proper person to the SLT or
- 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.

In the unlikely event that a parent, or other suitable follower is rejected the Computing Leader 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 person, with their Twitter details, and should take no more than a few minutes. However, the school is not responsible to check every follower of any @Chalkhillschool follower.

Who will @Chalkhillschool follow?

In order to protect itself from inappropriate content being distributed into its news feed, @Chalkhillschool will not actively seek to follow any other users. This is to ensure that the tweets displayed @Chalkhillschool account relate directly to education and the achievements of children at Chalkhill Primary School.

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

@Chalkhillschool welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Chalkhill 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 @Chalkhillschool 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.

Retweeting

From time to time @Chalkhillschool will be tagged in other tweets. The followers of @Chalkhillschool may retweet the tweets of our school, however parents/carers should be aware that the followers of the @Chalkhillschool followers are not checked by the school. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by the Computing Leader or members of the SLT.