

Westfield Primary School

Twitter Policy

Written Autumn 2015

Rationale:

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

What is the primary purpose of @WestfieldCott?

- @WestfieldCott 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.
- 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 them.

Who controls content for @WestfieldCott?

The uploading of content for @WestfieldCott will be controlled by one teacher in each year group with delegated responsibility from the Headteacher and Deputy Headteacher. They alone will be responsible for password protection and uploading of content. Individual year groups will use the handle @WestfieldCott but by adding specific year group eg @WestfieldCottY6. At the end of each academic year, staff members will delete tweets containing media (photographs and videos) and therefore ensuring that as a school we do not store images of pupils no longer at our school.

Who can follow @WestfieldCott?

At this moment in time, @WestfieldCott will not block any followers who request to follow the school. The school retains the right to block any followers who post content that is deemed to be inappropriate (see below). At the moment, Twitter has a 13+ age restriction and it says in its own privacy policy *'Our Services are not directed to persons under 13. If you become aware that your child has provided us with personal information without your consent, please contact us at privacy@twitter.com. We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we take steps to remove such information and terminate the child's account.'*

Who will @WestfieldCott follow?

In order to protect itself from inappropriate content being distributed into its news feed, @WestfieldCott 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 at the discretion of the SLT and ICT Leader. @WestfieldCott 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 relating to individual pupils at the school?

- Photographs
- Work produced by pupils (not identified by name)
- @WestfieldCott 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 @WestfieldCott?

- The school will use consent provided under the 'Twitter/School Website' section of the updated parental consent form and/or admission form which they complete when enrolling their child at the school.
- Parents/carers who have specific concerns about information relating to their child being posted on @WestfieldCott should address these in writing to the Headteacher.

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

@WestfieldCott welcomes any referencing, mentions, or interactions that position the school in a positive light only. Therefore, Westfield Primary School deems any of the following as inappropriate:

- 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 @WestfieldCott feed.
- Images or text that infringe upon copyright;
- Comments that aim to undermine the school, its staff, pupils, 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.