

Western Primary School

CREATING SUCCESS STORIES



Western Primary School Twitter Policy

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| Persons/body responsible for updating: | SLT |
| Date approved and by whom: | February 2021 LGB |
| Chair of Governors' signature |  |
| Headteacher's signature |  |
| Due for review: | February 2022 |
| Status: | Non Statutory |
| Required on website: | No |

Our School Vision

At Western, we aim to develop kind, ambitious, curious, confident and successful young people who are excited about their futures.

Rationale:

If Western Primary School isn't looking after its Social Media – someone else is!

In this technology-rich world that our pupils, parents and the wider community live in, Social Media is becoming more and more a part of daily life, with agencies like Ofsted releasing new guidance on social media, days before it appears elsewhere. At Western Primary School we have a school Twitter account. It is important for Western Primary School to embrace Twitter, to not only keep up to date with important changes that can impact learning in the classroom, but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain the acceptable use of Twitter, relating to the Western Primary School twitter accounts: @PrimaryWestern, @Ks1Western, @Year3_4Western, @56western and @EyfsWestern and individual staff accounts. The policy will explain the purpose of Twitter in Western Primary School and the benefits that will arise from its proper use.

What is Twitter:

Twitter is a social media tool that 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 or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users, should they wish something not to be available for public viewing.

Why will Western Primary School and staff be using Twitter?

The reasons Western Primary School and staff will be using Twitter are threefold.

1. To share and showcase the wonderful things happening at Western Primary School.
2. For staff to engage in educational discussions that can enrich their own practice.
3. To learn from the excellent practice and ideas in other schools and from education experts and consultants.

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

Staff accounts will belong to the staff and they will be solely responsible for their tweets. **Staff bios must contain the statement: 'All views my own.'** Tens of thousands of teachers in the UK are on Twitter, and this is what we at Western Primary School are keen for our teachers to join.

The Western Primary School account:

Richard Hebblewhite, Claire Magill and Alex Whitelow will have access to the official school twitter account. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated.

Twitter etiquette:

Any Tweets from the official school account will 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 tweets (e.g. #edchat #PrimaryRocks) which enables tweets to be added to a collection of other related tweets that are generally viewed by more people.

Safeguarding pupils:

In order to safeguard the pupils at Western Primary School, no names will be used alongside any pictures of pupils. Where names are used (not involving pictures) only the pupil's first name should be used. Where a pupil has a very unique first name, which would make them easy to identify, their name should not be used where this may lead to some vulnerability. Faces of **all** children will be covered using such apps as PicCollage.

Western Primary School seeks photographic consent from parents for all pupils. **Tweets sent by Western Primary School or through the individual accounts of staff members will not use photos of pupils where parents have not given consent. This includes photos where faces are covered.** If tweets are sent inviting people to view the work of an individual pupil, only the Twitter handle will be used rather than their full name.

Who can follow Western Primary School?

Anyone can follow the school's Twitter account. Weekly checks will take place by the three staff members who have access to the school's account, to check recent followers. Any user following the school account that is deemed unsuitable or is not adding any value to the school, will be blocked. One of the three members of staff will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive updates of learning, events and activities which are happening in school.

If staff have individual, personal accounts, it will be up to the individual teacher to decide whether they will allow parents to follow them or not.

IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW STAFF. Should pupils request to follow a staff account, the staff member is to block the pupil and inform a member of the SLT at their earliest convenience.

Parent section

Appropriate use of social networking sites by parents

Social networking sites have the potential to enhance the learning and achievement of pupils and enable parents to access information about school and provide feedback efficiently and easily. In addition, Western Primary School recognises that many parents and other family members will have personal social networking accounts, which they might use to discuss/share views about school issues with friends and acquaintances.

As a guide, individuals should consider the following, prior to posting any information on social networking sites about school, its staff, its pupils, or anyone else associated with it:

- Is the social networking site the appropriate channel to raise concerns, give this feedback or express these views?
- Would private and confidential discussions with school be more appropriate? E.g. if there are serious allegations being made/concerns being raised. Social media/internet sites should not be used to name individuals and make abusive comments about those people. Please contact school to discuss any concerns you may have.
- Are such comments likely to cause emotional or reputational harm to individuals which would not be justified, particularly if school has not yet had a chance to investigate a complaint?
- The reputational impact that the posting of such material may have on school, any detrimental harm that the school may suffer as a result of the posting and the impact that such a posting may have on pupils' learning.
- **The disclosure of confidential or business-sensitive information, or the disclosure of information or images that could compromise the security of the school or the safeguarding of pupils and their families.**

Inappropriate use of social networking sites by parents

Although social networking sites may appear to be the quickest and easiest way to express frustrations or concerns about school (and those associated with it), it is never appropriate to do so. Where a parent has a concern, this must be made through the appropriate channels by speaking to the class teacher, the Headteacher or Chair of Governors so they can be dealt with fairly, appropriately and effectively for all concerned.

The school considers the following examples to be inappropriate uses of social networking sites. (This list is non-exhaustive and is intended to provide examples only):

- Making allegations about staff or pupils at school or cyber-bullying;
- Making complaints about the school or staff at Western Primary School;
- Making defamatory statements about school or staff at Western Primary School;

- Posting negative/offensive comments about specific pupils/staff at Western Primary School;
- Posting racist comments;
- Posting comments which threaten violence.
- Posting photos of children without permission
- Sharing information that could cause safeguarding issues (e.g. Passwords, Zoom codes, etc...)

Parents should also ensure that their children are not using social networking/internet sites in an inappropriate manner. It is expected that parents/carers explain to their children what is acceptable to post online. Parents/carers are also expected to monitor their children's online activity, including in relation to their use of social media.

With safeguarding in mind, staff, parents and visitors are discouraged and advised not to use mobile phones in areas around school and on school premises.

Whilst every attempt has been made to cover a wide range of situations, it is recognised that this policy cannot cover all eventualities.

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

Western Primary School welcomes referencing, interaction or mentions.

Western 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 Western Primary School 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 reported to Twitter and the user/s it originated from will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.