

Twitter Policy

Carlton Junior & Infant School



Approved by: Governing Body

Date: September 2019

Last reviewed on: September 2019

Next review due by: September 2020

Relevant policies:
AUP
Safeguarding
Press/Media
Staff Code of Conduct
GDPR Guidance

OVERVIEW

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. It is therefore important that staff at Carlton Junior and Infant School embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education.

AIMS

This policy will:

- Explain acceptable use of Twitter relating to Carlton Junior and Infant School twitter account: @carltonji.
- Explain the purpose of Twitter at Carlton Junior and Infant School and the benefits that will arise from its proper use.

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 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 made for public viewing.

Why will Carlton Junior and Infant School be using Twitter?

Objectives

1. To share and showcase the wonderful things happening at Carlton Junior and Infant School.
2. To enable staff to engage in educational discussions that can enrich their own practice. 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.

3. Only the SLT 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.

STRATEGIES

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 the end of your tweets like #edchat etc that enable tweets to be added to a collection of other related tweets that are generally viewed by more people. If tweets are being sent to spread the news of a new blog post, they could look something like this: In this tweet you can see a request to view a new blog post and the hashtag #edchat

Safeguarding pupils:

In order to safeguard the pupils at Carlton Junior and Infant School no names of pupils will be used alongside any pictures of pupils.

Carlton Junior and Infant School seeks photographic consent of all the pupils. Tweets sent by the school will adhere to this list.

Who can follow Carlton Junior and Infant School? Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the SLT 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.

A member of the SLT will make this decision 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.

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

Carlton Junior and Infant School welcomes referencing, interaction or mentions.

Carlton Junior and Infant 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; ^[11]_[SEP]

- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account into the 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 its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

