Twitter Policy

Gaer Primary School

1.0   Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to Gaer Primary Schools twitter account: @GaerPrimary. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Gaer 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.

2.0   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. @GaerPrimary will not enter into private discussions with others.

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

3.0   What is the primary purpose of @GaerPrimary?

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

4.0   Who controls content for @GaerPrimary?

The uploading of content for @GaerPrimary will be undertaken by the senior management team (SMT) and teachers at Gaer Primary School. These tweets will be overseen by the 21st Century Learning 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.

5.0   Posting Etiquette

When tweets are made from the @GaerPrimary Twitter account, a hashtag will always be included. The use of hashtags allows tweets to be grouped with similar hashtags therefore allowing tweets to be grouped together. Hashtags will always start with the following structure:

#GPS

This denominates the tweet is originating from Gaer Primary School. This hashtag will then encompass additional text which directly relates to the tweet. The list below is classed as being complete although additional hashtags can be added at a request from the 21st Century Learning Leader:

#GPSClass1	#GPSClass2	#GPSClass3	#GPSClass4
#GPSClass5	#GPSClass6	#GPSClass7	#GPSClass8
#GPSClass9	#GPSClass10	#GPSClass11	#GPSClass12
#GPSClass13	#GPSClass14	#GPSFP	#GPSLKS2
#GPSUKS2	#GPSKS2	#GPSWholeSchool	

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.

6.0   Posting Tweets When Off-Site

To protect the children at Gaer Primary School tweeting whilst off site is not allowed. Any tweets that celebrate success off site e.g. a football tournament should be made on the journey back to school or whilst back at school. This will ensure that followers of @GaerPrimary cannot place a child and the school at a specific off site location.

7.0   Hardware

All tweets will be made from Samsung Galaxy tablets except in the case of the headteacher and deputy headteacher who at this current time will use their personal mobile phones. It is agreed that as soon as a photograph has been taken and tweeted from these mobile phones the photographs will be deleted off the device.

8.0   Tweeting Times

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

9.0   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.

10.0   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 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).

11.0   Who can follow @GaerPrimary

When @GaerPrimary 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 Gaer Primary teaching staff; Is a school governor; is a known and proper person to the SLT or 21st Century Leader;

➔ 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 inadvertently rejected, the 21st Century Learning 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 persons, with their Twitter details, and should take no more than a few minutes.

12.0   Who will @GaerPrimary follow?

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

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

@GaerPrimary welcomes any referencing, mentions, or interactions that show the school in a *positive light* only. Therefore, Gaer 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 @GaerPrimary 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.

14.0   Retweeting

From time to time @GaerPrimary 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. The retweeting of tweets from other organisations shall be undertaken by members of the SMT.

15.0   Administration Information

This policy was created on **1st February 2015** by Mr M. Coles.

This policy was presented and accepted by the Governing Body on **12th February 2015**

This staff were made aware of this policy on **11th March 2015**

This policy will be reviewed in **January 2016.**

This policy will be subject to an earlier revision should Gaer Primary School decide to allow children to use Twitter in school. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.

16.0   Signatures

Headteacher	*Staff Member*	*Governor*