

Broom Valley Community School



We dare to dream big

Policy

Twitter

Oct 2016

Twitter Policy			
Review Frequency	2 Yearly	Review Date	October 2018
GB Committee Responsible	Full Governing Body	Staff Responsible	Sarah Lloyd
GB Ratification Date	18 October 2016	Website	Yes

TWITTER POLICY

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. Tweepers either directly reference another person or broadcast information to which others can reply and respond. Twitter users are able to *follow* or be *followed*. The 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. @BVCSSchool will not enter into private discussions with others.

Aims of Using Twitter:

- To quickly share and celebrate children's achievements, successes and school updates.
- To demonstrate safe and responsible use of social media
- To encourage the use of 21st Century technology

Rules when Using Twitter:

- The school Twitter account will be run from by a senior leader or school twitter administrator.
- The school Twitter account will be a Private account. The administrator will monitor the followers and ensure that all followers have seen the twitter policy and completed the follower request form.
- The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closers due to adverse weather).
- The school Twitter account will only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
- The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.

- The school Twitter account will only use children's first names when referencing children.
- The school Twitter account will use Twitter to share positive messages about the school.
- The school Twitter account will not post photos of children's faces at this point. It will post photos of work and learning. For example we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head. If the child's unidentifiable photo is used their initials may be used to make reference to the children instead of their first name. E.g. John Smith with be JS.
- The account may be use to share news and information during a school trip. The account will be run by a senior teacher or administrator on a 3G connected phone for the period of the trip. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- The school will change the Twitter account password on a termly basis.
- Individually targeted content will not be posted e.g. "Well done Josh a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable. Although always think about the most effective way to communicate important information.
- Use of the @twittername of others is to be avoided. For example "*excited about @dexnott speaking to us*" .
- By endorsing twitter we may be encouraging children to use twitter so reinforce e-safety rules such as "Never tweet anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from twitter world without telling your parents." Etc.
- Twitter's own safety rules can be read on:

<https://support.twitter.com/groups/33-report-abuse-orpolicyviolations#>