



IRTHLINGBOROUGH JUNIOR SCHOOL

SCHOOL USE OF TWITTER POLICY

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Irthlingborough Junior School accounts @year3ijs, @Year4IJS, @Year5IJS, @Year6IJS for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Irthlingborough Junior School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a Social Media.

Aims of Using Twitter

- To quickly share and celebrate children's and school achievements, successes and updates
- To demonstrate safe and responsible use of social media
- To provide reminders to parents that are easy to share and access.

What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets are an answer to the question "What are you doing?" 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. Irthlingborough Junior School will not enter into private discussions with others.

What is the primary purpose of the Irthlingborough Junior School Twitter Pages?

The school Twitter pages 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; newsletters by email; communications by SchoolComms and not to replace them.

Because it is easy to access and instant to read many parents have found Twitter a useful way of being updated on information such as safe arrival and return times from school visits.

Who controls content for Irthlingborough Junior School?

The uploading of content for the Twitter feeds will be controlled by the Senior Leadership Team. Other staff may be given access to accounts – for example when on trips. All photographs Tweeted will be taken on school devices (ie school iPads or the School trips mobile phone).

Photographs on Twitter

Parental consent for photographs to appear on Twitter is collected on starting school on the Photographs Permission Form. Staff should ensure that only children who have permission to appear on Twitter are photographed. All images taken should be done so in line with the school's **Policy for the use of Images of Children**.

All photographs Tweeted will be taken on school devices (ie school iPads or the School trips mobile phone). Staff may Tweet 'text only' messages from their own mobile phones.

Who can follow Irthlingborough Junior School?

Irthlingborough Junior School will encourage teaching staff (at IJS and other schools), Governors and parents (of IJS children) to be followers. Due to the fact that Twitter do not aim their services to people under 13 years of age we will direct any followers who we believe to be under this age to the Twitter 'Policy Towards Children' (which stresses the importance to children of keeping personal information private). We therefore do not encourage our pupils to follow our feeds. The school Twitter accounts are Public account (November 2016). The Headteacher, Deputy headteacher and Senior Leaders will monitor the followers and block any who appear to not be school focused.

Who will Irthlingborough Junior School follow?

In order to protect itself from inappropriate content being distributed into its news feed, Irthlingborough Junior School will only follow other users who have obvious benefits to the school (e.g. other educational establishments or organisations who work with children, local media). These will be decided on a case-by-case basis at the discretion of the Headteacher.

Irthlingborough Junior School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

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

Irthlingborough Junior School welcomes any referencing, mentions, or interactions that share the success of the school community. Irthlingborough Junior School, however, 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 school Twitter 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.

Further information can be found at the Twitter 'Help Center' on: <https://support.twitter.com/>

Related Policies: *E-Safety and Internet Policy*
 Policy for the use of Images of Children
 IFLT Safeguarding Policy
 Acceptable Use Policy

Written by J Meekings November 2016

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