

THE DOVE-SHELL FEDERATION

St Thomas' Moorside CE (VA) Primary School
East Crompton St James' CE (VA) Primary School



SOCIAL MEDIA ACCOUNT (TWITTER) POLICY

1.0 Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to The Dove-Shell Federation's Twitter account: @dove_shell_fed. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in The Dove-Shell Federation 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 internet-based written communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the referee or others in receipt of the Tweet 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 of the person being followed appear in the follower's news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also send private messages to each other when they don't want conversations to appear. However, @dove_shell_fed will not enter into private discussions with others.

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

3.0 What is the primary purpose of @dove_shell_fed ?

@dove_shell_fed will be used to showcase work and achievements of children at The Dove-Shell Federation. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. @dove_shell_fed 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 @dove_shell_fed ?

The uploading of content for @dove_shell_fed will be undertaken by the senior leadership team (SLT) and teachers at The Dove-Shell Federation. These Tweets will be overseen by the ICT Co-ordinator. 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 @dove_shell_fed Twitter account, a hashtag (#) will always be included. The use of hashtags allows Tweets to be grouped with others with similar hashtags, therefore allowing Tweets to be grouped together. Hashtags will always start with the following structure:

#DSF

This denominates the Tweet is originating from The Dove-Shell Federation. 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 ICT Co-ordinator:

#DSFStYear1	#DSFStYear2	#DSFStYear3	#DSFStYear4
#DSFStYear5	#DSFStYear6	#DSFStTEY	#DSFStThomas
#DSFStJYear1	#DSFStJYear2	#DSF3StJYear3	#DSFStJYear4
#DSFStJYear5	#DSFStJYear6	#DSFStJRec	#DSFStJames

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 punctuated and grammatically correct. If a Tweet does contain spelling or grammatical errors it will be removed and the teacher who posted the Tweet will be informed.

Appendix 1- Example tweet from Year 6 at St Thomas'

6.0 Posting Tweets When Off-Site

To protect the children at The Dove-Shell Federation, 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 @dove_shell_fed cannot place a child and the school at a specific off site location.

7.0 Hardware

All Tweets will be made from school i-Pad tablets except in the case of the Headteacher and Heads of School, who may 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 @dove_shell_fed

When @dove_shell_fed 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 Dove-Shell Federation Schools teaching staff; is a Federation 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 follower's Twitter account.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the ICT Co-ordinator 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 Head of School, with their Twitter details, and should take no more than a few minutes.

The Twitter account is a public account that can be viewed by any user of Twitter. We have gained consent from parents as part of our photography consent forms which includes use on social media, for us to be allowed to use photographs taken in school.

12.0 Who will @dove_shell_fed follow?

In order to protect itself from inappropriate content being distributed into its news feed, @dove_shell_fed will not actively seek to follow any other users. This is to ensure that the Tweets displayed on @dove_shell_fed account relate directly to education and the achievements of children at The Dove-Shell Federation.

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

@dove_shell_fed welcomes any referencing, mentions, or interactions that show the school in a *positive light* only. Therefore, The Dove-Shell Federation deems any of the following as inappropriate:

- Offensive language or remarks aimed at the children, 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 @dove_shell_fed 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 @dove_shell_fed 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 only by members of the SMT.

15.0 Administration Information

This policy was created on 10th October 2017

This policy was presented and accepted by the Governing Body on 6th November 2017

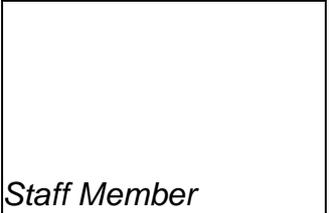
This staff were made aware of this policy on 16th October 2017

This policy will be reviewed in October 2018

This policy will be subject to an earlier revision should The Dove-Shell Federation 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.

6.0 Signatures


Headteacher


Staff Member


Governor

Appendix 1- Example tweet from Year 6 at St Thomas'



The Dove-Shell Fed @dove_shell_fed · 1m

Year 6 braved the weather this afternoon and took their Science lesson about microorganism outside. We made compost bins! #DSF #DSFStYear6 – at St Thomas C Of E Primary School

