

# **Ballylifford Primary School**



## **Twitter Policy**

? 2016 Date ratified by Board of Governors:

Twitter Policy – Draft Consultation April 2016

Ballylifford PS Twitter Usage Policy (April 2016)

### **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**

### **Rationale**

The rationale of this policy is to explain acceptable use of Twitter relating to Ballylifford Primary School @BallyliffordPS for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Ballylifford Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a web2.0 technology.

### **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/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. @BallyliffordPS will ONLY enter into private discussions with others if it is linked to benefit the school in various areas of school life.

### **Who controls content for @BallyliffordPS?**

The uploading of content for @BallyliffordPS will be controlled by the Principal/I.C.T. co-ordinators. The other teaching staff members will have opportunities to become involved and will all have ownership and responsibility for password protection and uploading of content.

### **Who can follow @ BallyliffordPS?**

*When @BallyliffordPS receives a follow request it will make informed decisions on a case-by-case basis as to accept or decline. 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 staff; Is a school governor; is a known and proper person to the SLT or ICT 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 most cases, one or more of the above will be enough to accept a follow request. In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the Principal and ICT 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.

### **Who will @BallyliffordPS follow?**

In order to protect itself from inappropriate content being distributed into its news feed, @BallyliffordPS will be selective in who we seek to follow. We will only seek to follow those whose @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the Principal and ICT Leader.

**@BallyliffordPS 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?**

@BallyliffordPS welcomes any referencing, mentions, or interactions that view the school in a positive light only.

Therefore, Ballylifford 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;
- 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.

## **In Summary.**

- The school Twitter account will be ran by Principal, ICT co-ordinator and teaching staff.
- The school Twitter account will be a Public account. Principal and staff will monitor the followers and block any who appear to not be school focused.
- The school Twitter account will generally only tweet between the hours of 8am and 8pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, school trips, performances or community events) or to share urgent school news (e.g. closures 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.
- 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 account may be used to share news and information during a school trip. Any photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- Individually targeted content will not be posted e.g. "Well done John, a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable.
- 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 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-or-policyviolations#topic\\_166](https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166)

Approved by *Governors* date:

Signed: \_\_\_\_\_ Chairperson

\_\_\_\_\_ Vice- Chairperson

\_\_\_\_\_ Principal