



'Learn, Endeavour, Aspire, Respect, Nurture'

Oxspring Primary School

Head Teacher: Mrs S. Irwin

Co- Chair of Governors: Mr M. Cassidy / Mrs G. Mahoney

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Twitter Policy

UK -GDPR



The rationale of this policy is to explain acceptable use of Twitter relating to the Oxspring Primary School account known as @OxspringPrimary for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Oxspring Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls.

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. 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.

@OxspringPrimary will not enter into private discussions with others.

What is the primary purpose of @OxspringPrimary?

@OxspringPrimary 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. It will also contain information detailing special events in school. The aim of this is to run alongside other methods such as our website or sending home letters, and not to replace it.

Using images of pupils or groups of pupils no names will be included. The faces of pupils will not be shown. Where parents have informed school that they do not wish their child's image to be used on the school web site and in public arenas, this will also be respected with regards to the school's Twitter feed. Parents will be given the chance to 'opt out' each school year by completing the appropriate form handed out at the beginning of each school year or in-year should a child be admitted during term time (available from the school office).

Guidance for posting tweets:

Where possible photos should be group shots, not fronts of faces, pupil names will not be included in posts.

Reporting on planned events should be made retrospectively wherever possible.

Staff wishing to post should request admin rights or ask an approved person to make the post.

Personal Twitter feeds should not be used or retweeted allowing others to access staff personal accounts from the school page.

Staff will not become involved in any private discussion with other posters via direct mail facilities on Twitter.

Who controls content for @OxspringPrimary?

The uploading of content for @OxspringPrimary will be controlled by members of the Senior Leadership Team, with advice from our IT support. They will be responsible for the uploading of content and password protection.

Who can follow @OxspringPrimary?

Anyone is able to follow @OxspringPrimary, so long as they understand it is a 'good news and information sharing' tool.

Followers of @OxspringPrimary may be blocked should school checks reveal any concerns of a safeguarding nature. Concerns could be:

- 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
- Language used in Tweets on an account
- The school reserve the right to block an account for any other reason deemed appropriate in order to safeguard pupils, all other stakeholders and the school

In most cases, one or more of the above will be enough to block an account. In the unlikely event that a parent, or other suitable follower is incorrectly blocked, the SLT 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.

Checking of the school Twitter account and followers

To support safeguarding procedures, the school Twitter account followers will be checked regularly by a member of the SLT. This will be done on a random basis. Any concerns will be reported to the Headteacher or SLT and a decision on blocking an account will be made.

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

@OxspringPrimary welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Oxspring 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 @OxspringPrimary.
- 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 will be reported to the appropriate authority.

Responsible following of the school Twitter account

Oxspring Primary School strongly requests that followers of @OxspringPrimary **DO NOT** use images of other people's children posted on the school Twitter feed to repost on their own social networking sites or pages.