

YSGOL LLANLLWNI SCHOOL



TWITTER POLICY

2018-19

Twitter Policy

1. Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the **Llanllwni** Primary School handle for staff, children, parents and governors. The policy will therefore explain the purpose of Twitter in **Llanllwni** Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls.

2. 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. 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 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 private message each other when they don't want conversations to appear. **Llanllwni** School will not enter into private discussions with others via the **@ysgllanllwni** account .

3. What is the primary purpose of @ysgolbydder Account?

@ysgllanllwni account will be provided principally to be followed by staff, parents and other professionals in order to advertise the excellent work of staff, children, parents and governors. It may contain links to the school's other hosting sites, including: **www.llanllwni.amdro.org.uk**.

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, and but perhaps eventually to replace them becoming paperless.

4. Content of Tweets

Tweets are likely to:

- Remind stakeholders of upcoming events and organisational details
- Celebrate activities in school (or on trips) including photos (with permission mirroring the use of photos on the school website)
- Provide updates (e.g. when a class returns from an educational visit outside of school hours)
- Provide news bulletins (e.g. school closures due to snow).
- Celebrate Success
- To quickly share and celebrate children's and school achievements, successes and updates.
- To demonstrate safe and responsible use of social media
- To promote a forward thinking and progressive school through our use of 21st Century technology

Tweets will never be the main form of communication and will add to other established methods of communication (e.g. messaging services and letters emailed or printed, school website).

Tweets will be posted by the Headteacher after he has written them or (if provided by another member of staff) checked them.

'Retweets' will only be permissible if they follow the guidelines outlined above and add to the purpose for which **@ysgllanllwni** is intended. Likewise, 'favouriting' Tweets will only be permissible if they add to the purpose of **Llanllwni** School and adhere to this policy.

Only the class names or group names will be used in Tweets when referencing children (eg Year 5 working on HWB); adults will be referenced in line with the communications policy (e.g. Mr Brown, Mrs Thomas).

5. Who controls content for @ysgllanllwni account?

The uploading of content for **@ysgllanllwni** account will be controlled by the School. The Headteacher/Class teacher will be responsible for password protection and uploading of content.

6. Who can follow @ysgllanllwni?

Llanllwni School will limit its followers to teaching staff, other schools, Governors, parents and educational professionals. It will block followers if needed.

When **@ysgllanllwni** school account 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 the teaching staff; is a school governor; is an educational professional; is deemed suitable by the Head of School
- 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
- If necessary, at the discretion of the ICT Team of School, a follower may be removed and/or blocked, based on the points above.

7. Who can @ysgllanllwni account.School follow?

Llanllwni School will only follow educational accounts or those relevant to education (e.g. The BBC) and no personal accounts. The **@ysgllanllwni** School account should be considered more as a distributor of information to those who follow it and not as a receiver of information.

The Headteacher/ICT Co-ordinator of School will be responsible for:

- Changing the Twitter account password on a termly basis to maximise security
- Deleting any inappropriate content that may undermine the school, its staff, parents, governors or others affiliated with the school
- Monitoring followers and removing / blocking any who appear not to be school focused or who post unsuitable content including offensive language, unsuitable images and/or content that aims to undermine the school, its staff, parents, governors or others affiliated with the school.

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

Llanllwni Primary School welcomes any referencing, mentions, or interactions that share the success of the school community. Therefore **Llanllwni** 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 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.


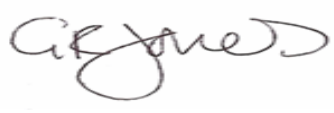
Further information can be found at the Twitter 'Help Center' on: <https://support.twitter.com/>

8. Next Review:

January 2018. *This policy will be subject to an earlier revision should Llanybydder Primary School decide it needs to review its Twitter Policy.*

9. Linked Policies & Documents:

- E-Safety
- Children Protection and Safeguarding
- Behaviour Policy

	Enw	Llofnod	Dyddiad
Cadeirydd y Llywodraethwyr	Eric Davies		22/3/2019
Pennaeth yr Ysgol	Gareth Jones		22/3/2019

Dyddiad Adolygu	22/3/2020
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