

WITTON CHURCH WALK C of E PRIMARY SCHOOL



'Where Every Door is Opened and Every Gift is Unlocked'

At Witton we are a partnership of school, church, home and community. We create a stimulating and caring environment, grounded in Christian belief and practice, so that all members of our school community feel happy, safe and secure. Time is taken to value and nurture each child educationally, creatively and spiritually. Children and staff are encouraged to aim for 'Everyday Excellence' and believe in themselves in order to achieve their full potential.

TWITTER ACCEPTABLE USE POLICY 2018-2019

'Tweet others as you would want to be tweeted yourself'

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Witton Church Walk C of E Primary School account @witton_walkce and associated class accounts for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Witton Church Walk C of E Primary School, the benefits that will arise from its correct use and also how potential problems will be addressed.

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. Witton Church Walk C of E Primary School will not enter into private discussions with others.

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 promote Witton Church Walk C of E Primary School as a forward thinking and progressive school through our use of 21st Century technology

What is the primary purpose of Witton Church Walk C of E Primary School's Twitter pages?

The school Twitter page will be used principally to share and celebrate the successes of the children and school with staff, parents, governors, other professionals and the wider community.

The primary use of the main school account @witton_walkce will be to share information detailing special events in school. The aim of this is to run alongside more traditional methods e.g. sending home letters, and not to replace it.

Each class will have their own account which they will use to share examples of outstanding work, celebrations, achievements, education visits/residential, personal class reminders etc.

Who will Witton Church Walk C of E Primary School follow?

Witton Church Walk C of E Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

In order to protect itself from inappropriate content being distributed into its news feed, Witton Church Walk C of E Primary School will only follow other users who have clear 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 Head teacher.

Who can follow Witton Church Walk C of E Primary School?

At Witton Church Walk C of E Primary School we are fully committed to the safeguarding of all our children. Witton Church Walk C of E Primary School will encourage teaching staff, Governors and parents (of pupils) to be followers and will endeavour to monitor followers who are not directly linked with the school to ensure content is appropriate.

The school Twitter account will be a Public account. Class Twitter accounts are also public since our review last year.

Who controls content and is accountable for Witton Church Walk C of E Primary School's Twitter pages?

The uploading of content for the Twitter pages will be controlled by and is the sole responsibility of the account holder. The account holder must ensure that all followers are linked with the school (e.g. parents, other schools, educational organisations etc.) and that the tweets they share are appropriate (see inappropriate content below).

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

Witton Church Walk C of E Primary School welcomes any referencing, mentions or interactions that share the success of the school community. Therefore, Witton Church Walk C of E Primary School deems any of the following as inappropriate:

- No surnames of children will be shared – first names only
- Photos of children will not be shared without parental consent
- 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. Any concerns that followers in our school may want to bring to the attention of the school must be addressed using the 'Compliments, Concerns and Complaints' policy and not through social media as per this policy and our 'Compliments, Concerns and Complaints' policy. 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/>

Date for review: Autumn 2020