

The Bliss Charity School

Twitter Policy

Mission Statement

The Bliss Charity School aims to provide a caring, secure and enriching experience; each child is encouraged to develop strong personal, academic, physical and creative skills for lifelong learning.

This is a software specific policy and should be read in conjunction with the following school policies:

- ICT/E-Safety Policy
- Staff Code of Conduct

Rationale

The aim of this policy is to explain acceptable use of *Twitter* for @BlissCharitySch. The policy describes the purpose of *Twitter* at The Bliss Charity School and the benefits that will arise from its proper use, as well as any potential pitfalls from using this social media platform.

Aims of using *Twitter*

- To quickly share and celebrate the children's successes and the school achievements.
- To provide an additional means of communicating information to parents/carers.
- To demonstrate safe and responsible use of social media.
- To promote The Bliss Charity School as a forward thinking and progressive school through our use of 21st century technology.

What is *Twitter*?

Twitter is an online social networking service that allows users to post and read short, bite-size information (140 character messages or less) known as *Tweets*. This 'microblogging' service was conceived as a way of sharing information with a group of people instantly.

Twitter users are able to follow or be followed. To follow somebody/thing means that all of their activity and comments appear in the followers' news feed. The obvious benefit of having followers is that the information that is broadcast is instantly distributed into these news feeds. Users can also private message each other when they don't want conversations to appear. The Bliss Charity School will not routinely enter into private discussions with third parties – both parents and staff are made aware of this.

Further information on how to use *Twitter* can be found at the *Twitter* 'Help Centre' on:

<https://support.twitter.com/>

What is the purpose of The Bliss Charity School *Twitter* Page?

The school *Twitter* is a service for the school's parents/carers and for other professionals from the education community. It is used to communicate good news and to celebrate successes. Through this service, parents/carers who follow the school have immediate access to classroom life during the school day.

The *Twitter* feed may also provide information about events in school. The information-sharing aspect of the school's *Twitter* feed is additional to the established methods of home-school communication and intended to run alongside and complement letters, emails, texts, newsletters, telephone conversations and face-to-face discussions – the use of *Twitter* is not to replace these forms of communication.

Who controls content for The Bliss Charity School?

The Headteacher is responsible for the security of the school's *Twitter* account details. The password is to be changed at regular intervals throughout the year. Only the Headteacher is allowed to change the account password, settings and details.

The Bliss Charity School's *Twitter* account is a public one. Therefore, its content must be closely monitored by the Headteacher and the E-Safety Lead. The Headteacher will monitor the feed and access to the account through IP addresses recorded in the 'Login History' section of the 'Your *Twitter* Data'.

No pupil is allowed access to the school's *Twitter* account. No child may *Tweet* from the school's *Twitter* account.

Any member of the school staff may *Tweet*. In doing so, staff members agree to adhere to the conditions of this policy and the associated policies referenced above:

- The school's *Twitter* account details are to be kept securely and confidentially.
- *Tweets* are posted from school-based laptops or tablets that are password protected.
- All *Tweets* must be professional in nature and adhere to the purpose of the school's *Twitter* use (see above).
- All *Tweets* must be checked for good spelling, punctuation and grammar before posting.
- No inappropriate language or inflammatory/controversial opinions may be posted on the school's *Twitter* account.
- Images of children can only be posted if a parental consent form has been received. A list of children who are not allowed to appear in images online is posted in the school office and in the staffroom.
- All photographic images of children stored on school devices are deleted soon after they have been published (*'Tweet ... then delete'*).
- Whilst images are stored, all images are kept securely on password protected devices.
- No image of a child is ever *Tweeted* with their name in the accompanying (or subsequent) text/caption. This is to prevent any pupil being identified by a third party.
- If pupils are named in the text, no photograph(s) accompany the *Tweet*. This is to prevent any pupil being identified by a third party.
- No other personal pupil information (e.g. ages, phone numbers and addresses) is ever *Tweeted*.
- School staff must alert the Headteacher and/or the E-Safety Lead immediately if anything inappropriate is posted in reference to the school.

Uploading content to the school *Twitter* account is not compulsory.

Who can follow The Bliss Charity School?

The Bliss Charity School will encourage school staff, governors and parents (of pupils at the school) to be followers of the school on *Twitter*.

Twitter does not aim its services at people under 13 years of age. Therefore, the school's use of *Twitter* is aimed at the parents/carers of the pupils, not the pupils themselves.

If pupils wish to view the school's *Twitter* content, they should be encouraged to view the posts through the embedded feed on the home-page of the school's website, or under the direct supervision of an adult at home through the parent's/carer's account.

If staff become aware that a pupil at the school has their own *Twitter* account, they should report this to the Headteacher and/or the E-Safety Lead. Similarly, if staff have any other safeguarding concerns through the use of *Twitter*, these must be acted upon in accordance with the school's Child Protection Policy.

The school *Twitter* account will be launched in January 2017. The Headteacher and E-Safety Lead will monitor the account and block any inappropriate followers.

Who will The Bliss Charity School follow?

Account holders can choose to follow other *Twitter* accounts. However, these should be educationally beneficial, e.g. other authors, other local schools, national bodies etc. This is to protect the school from inappropriate content being published in its news feed.

While The Bliss Charity School will follow some other individuals/organisations, the main purpose (see above) of the school's *Twitter* account is distribute – not receive – content.

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

The Bliss Charity School welcomes any references, mentions, or interactions that share the success of the school community.

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.

Inappropriate content includes:

- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school.
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.
- Unsuitable images or content posted into the school's *Twitter* feed.
- Images or text that infringe upon copyright.

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