

Kirkstall St Stephen's C of E Primary School

Twitter Protocols

Rationale

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it's important that staff at Kirkstall St Stephen's C of E Primary embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This document will explain acceptable use of Twitter relating to Kirkstall St Stephen's C of E Primary twitter accounts: This document will explain the purpose of Twitter in our school and the benefits that will arise from its proper use.

What is Twitter?

Twitter is a social media tool that currently has the age restrictions of 13years for its use. Twitter is used to communicate thoughts and ideas, sometimes they reference people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

Why will Kirkstall St Stephen's Primary School and staff be using Twitter?

The reasons school will be using Twitter is threefold.

1. To share and showcase the wonderful things happening at school.
2. To improve communication between school and parents of a cohort of pupils, enabling parents to be alerted directly when something relevant to them has been put on our school website.
3. For staff to engage in educational discussions that can enrich their own practice.

Twitter will not be used to engage individual parents in discussion. However, important announcements and notices could be sent as part of general communication to parents, these would also be sent out in paper form (e.g. on a newsletter). Class accounts will belong to the staff belonging to those classes (e.g. Year teacher(s) and support staff); they will be responsible for their tweets. **Tweets will only be used for positive news sharing or general reminders.** No negative messages must be sent out via Twitter and we ask that parent's support this. Should parents have an issue to discuss concerning their child they should speak to a member of staff in private.

Tens of thousands of teachers in the UK are on Twitter, and this, is what we at Kirkstall St Stephen's C of E Primary School are keen for our teachers to join. 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 not to replace it.

The following Twitter Handles are being used across school:

<u>Class</u>	<u>Twitter Name@</u>
Whole School	KSSprimary
Reception	ReceptionKSS
Year 1	Year1KSS
Year 2	Year2KSS
Year 3	Year3KSS
Year 4	Year4KSS
Year 5	Year5KSS
Year 6	Year6KSS

Twitter Etiquette

Any Tweets from the official school account, or from professional accounts, will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

Safeguarding Pupils

In order to safeguard the pupils at Kirkstall St Stephen's C of E Primary, no names of pupils will be used alongside any pictures of pupils. Tweets sent will only ever mention an individual pupil by first name and no photographs of individual pupils will be shared on twitter- however it may direct you to the appropriate gallery on the school website via a link. School will adhere to approved image use, therefore if you have informed school you do not wish for your child's image to be published online- it will not be.

Who can follow Kirkstall St Stephen's C of E Primary School?

Anyone can follow the school's Twitter account. A regular check will take place to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. This decision will be made on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.

In no circumstances should pupils be allowed to follow the school, only parents. This is because we support the age limit of 13+ to be on Twitter. Should this happen, the staff are to block the pupil and inform a member of the SLT at their earliest convenience.

Who will our accounts follow?

In order to protect itself from inappropriate content being distributed into its news feed, @KSSprimary and the class accounts will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis. @KSSprimary (and the class accounts) 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?

@KSSprimary and the class accounts welcomes any referencing, mentions, or interactions that post the school in a positive light only. Therefore, KSS 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;
- Extremist views or radical views or opinions
- Unsuitable images or content posted into its feed;
- Unsuitable images or content finding its way from another's account into the school's feeds.
- 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.