



Lickey Hills Primary School and Nursery Twitter Policy

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. Therefore we believe it is important that staff at Lickey Hills Primary School and Nursery (LHPSN) embrace Twitter to celebrate the day to day successes of our children by sharing them with our wider school community. This policy will explain acceptable use of Twitter relating to our twitter account: @Lickey_Hills and will explain the purpose of Twitter at LHPSN, citing the benefits that will arise from its proper use.

What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. Twitter is a social media tool that currently has an age restriction of 13 for its use and is used to communicate thoughts and ideas within 280 characters. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts to see an account's tweets. Users are able to Direct Message (DM) other users should they wish something not to be made for wider viewing.

Why will LHPSN be using Twitter?

There is one primary reason LHPSN will be using Twitter: to share and showcase the wonderful work that is happening at our school with our wider school community. Twitter will not be used to engage with individual parents directly, nor will it be used to share announcements, notices or general communication to parents: This will still be solely done via parentmail and our newsletter. The school name account is @Lickey_Hills and all teaching staff will have access to the official school twitter account. Staff have been given a strict list of non - negotiables of what and how to tweet, which are outlined in the below paragraph:

Non - Negotiables for how Twitter will be used at LHPSN:

Any Tweets from the official school account will be grammatically correct and will not contain text language. 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. No photos or names of our children will ever be tweeted. Only the Senior Leadership Team (SLT) will allow requested followers to be permitted to follow the account and also only SLT will choose which accounts to follow from the school account. Direct messages will not be responded to on Twitter - if you want to communicate with school, existing methods are available such as the use of the office@lickeyhills.worcs.sch.uk email address.



Safeguarding Pupils:

To reinforce what has been mentioned above, in order to safeguard the pupils at LHPSN, no photos or names of our children will ever be tweeted, instead our tweets will be showcasing pieces of work that are produced by our different year groups.

Who can follow LHPSN?

Anyone can request to follow the school's Twitter account however it is up to SLT to permit these follow requests. Regular checks will take place to check recent followers. Any user following the school account that is deemed unsuitable 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 on Twitter to achieve our primary aim of celebrating the wonderful work our children produce. Due to the age limit of Twitter being 13, in no circumstances should pupils be allowed to follow the school account themselves.

Who will LHPSN follow?

In order to protect itself from inappropriate content being distributed into its news feed, @Lickey_Hills will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school, such as the National Book Trust account for example. Once again, these will be decided on a case-by-case basis. LHPSN sees our Twitter account 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?

LHPSN welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, LHPSN 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 as in line with the prevent duty and new radicalisation policy; Unsuitable images or content posted into its 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.

What if I do not want my child's anonymous work to be posted on Twitter?

Where the parents do not wish their child's anonymous work to be posted on Twitter, the school will follow these wishes. This should be put in writing to the headteacher.