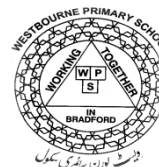


# Westbourne Primary School Twitter Policy



## Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Westbourne Primary School handle @westbourne\_bfd for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Westbourne Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a web2.0 technology.

## 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 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. @westbourne\_bfd will not enter into private discussions with others.

## What is the primary purpose of @westbourne\_bfd?

@westbourne\_bfd will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors. It may contain links to the schools other hosting sites, including:

- *Vimeo: used to upload and host videos;*
- *PhotoPeach: where children upload their own photographs in order to create slideshows;*
- *Audioboo: for uploading sound and podcasts or radio broadcasts.*

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. For more information on Westbourne's hosting sites, please see the *Digital Workflow Policy*.

## Who controls content for @westbourne\_bfd?

The uploading of content for @westbourne\_bfd will be controlled by members of the Senior Leadership Team and the ICT Leader. They alone will be responsible for password protection and uploading of content. When this policy is next reviewed, it is hoped that children at Westbourne Primary School will be trained on how to upload their own content to Twitter.

## Who can follow @westbourne\_bfd?

At this moment in time, @westbourne\_bfd will not allow followers under the age of 21 and will limit its followers to teaching staff (at Westbourne and other schools), Governors and parents (of Westbourne children). It will block followers found to be under the age of 21.

When @westbourne\_bfd 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 Westbourne teaching staff; Is a school governor; is a known and proper person to the SLT or ICT Leader;
- 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.

In most cases, one or more of the above will be enough to accept a follow request.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the SLT or ICT Leader will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their Twitter details, and should take no more than a few minutes.

### **Who will @westbourne\_bfd follow?**

In order to protect itself from inappropriate content being distributed into its news feed, @westbourne\_bfd 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 at the discretion of the SLT and ICT Leader.

@westbourne\_bfd 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?**

@westbourne\_bfd welcomes any referencing, mentions, or interactions that posit the school in a **positive light** only. Therefore, Westbourne 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 @westbourne\_bfd 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.

### **Next Review:**

*This policy will be subject to an earlier revision should Westbourne Primary School decide to allow children to use Twitter in school. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.*

### **Linked Policies & Documents:**

- E-Safety and AUA
- Children Protection and Safeguarding
- Digital Workflow Policy
- Behaviour Policy

Date ratified by Governing Body: Spring 2013

Date for review: Spring 2016