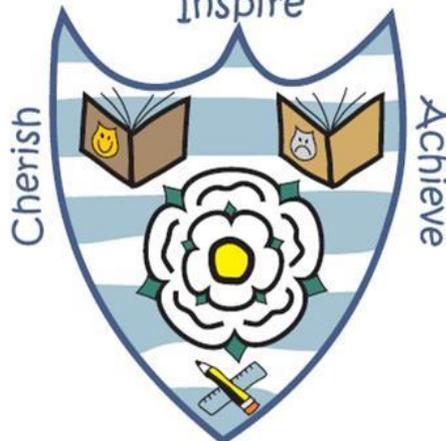


Birkwood Primary

Inspire



Cherish

Achieve

Together

School

TWITTER POLICY

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

UPDATED JANUARY 2022

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Birkwood Primary School account @BirkwoodPrimary and the accounts affiliated with each year group in school.

The accounts linked with the school are:

- @BirkwoodPrimary
- @BirkwoodNursery
- @BirkwoodF2
- @BirkwoodY1
- @BirkwoodY1_Y2
- @BirkwoodY2
- @BirkwoodY3
- @BirkwoodY34
- @BirkwoodY4
- @BirkwoodY5
- @BirkwoodY56
- @Birkwood_Y6
- @BirkwoodSport

The policy will therefore aim to explain the purpose of Twitter and 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 called a 'Tweet'. Tweets are an answer to the question "What's happening?" 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.

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 share news and messages
- To promote Birkwood Primary School as a forward thinking and progressive school through our use of 21st Century technology

What is the primary purpose of Birkwood Primary School's Twitter pages?

The school's Twitter pages 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 @BirkwoodPrimary will be to share information detailing special events in school and urgent news e.g. school closure.

The aim of this is to run alongside more traditional methods e.g. Newsletter, and not to replace them.

What will @BirkwoodPrimary tweet?

The school Twitter account will share general school and class messages, information and news. It will also be used to share examples of children's work, Vimeo film, Periscope and photographic evidence of the children's activities and achievements. The account may also be used to share news and information during a school trip. The account will be run by Mr Tom Markham, Mr Niall Sandwith and Mr Daniel Wood on a 4G or WiFi connection. Content that is shared will be in conjunction with the school's Online Safety Policy and Section 9 (Photographing children) of the school's Safeguarding and Child Protection Policy. Photos taken on the phone/ electronic device for the purpose of sharing on Twitter will be deleted once they have been shared.

The school Twitter account will 'retweet' posts made by recognised followers who support the vision and ethos of our school.

Who will Birkwood Primary School follow?

Birkwood 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, we 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 Headteacher.

Who can follow Birkwood Primary School's Twitter Accounts?

At Birkwood Primary School we are fully committed to the safeguarding of all our children. We will encourage teaching staff, Governors and parents (of pupils) to be followers. The school Twitter accounts will be a closely monitored account and therefore followers who are deemed to be inappropriate will be blocked.

Who controls content and is accountable for Birkwood 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). Mr Wood, Headteacher, has responsibility for checking that followers are appropriate and if not their account will be blocked.

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

We welcome any referencing, mentions or interactions that share the success of the school community.

We deem 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

