



Fairfield Primary School Twitter Policy

Created/Revised:	December 2023
By:	Mr Birtwhistle
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STATEMENT OF INTENT

The aim of this policy is to explain acceptable use of Twitter relating to Fairfield Primary School's twitter account: @FairfieldP39708. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Fairfield Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

WHAT IS TWITTER OR X?

Twitter (X) 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 / something 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.

@FairfieldP39708 will be a public account searchable through the Twitter website.

WHAT IS THE PRIMARY PURPOSE OF @FAIRFIELDP39708?

@FairfieldP39708 will be used to showcase work and achievements of children at Fairfield Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. Social media can be used as a tool for communication with parents. Furthermore, it allows staff to have continuous professional development by keeping in touch with the practice of good and outstanding schools. It also opens up the world of collaboration.

WHO CONTROLS CONTENT FOR @FAIRFIELDP39708?

The uploading of content for @FairfieldP39708 will be undertaken by the senior leadership team (SLT) and teachers at Fairfield Primary School. Teachers will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents.

POSTING ETIQUETTE

When tweets are made from the @FairfieldP39708 Twitter account, safeguarding and professional conduct/values are always given high regard.

All tweets will be of a positive nature. On no occasion shall *text speak* be used when tweeting e.g. gr8, +ive, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed.

COLLABORATION

Communication and collaboration with other schools is often useful and can improve staff professional development. However, communication with any unknown individuals and organisations should only be made with the consent of the school's leadership team. All such communications are private.

HARDWARE

All tweets will be made from class iPads or from school computers.

INDUCTION

New members of staff will be trained on the use of social media and will be informed about etiquette/rules of engagement.

NAMING OF PEOPLE

When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4.

PHOTOGRAPH CONSENT

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Twitter). Additionally, a list will be placed in the staffroom for reference by all staff members. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Twitter).

WHO CAN FOLLOW @FAIRFIELDP39708

When @FairfieldP39708 receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. 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 Fairfield Primary teaching staff; is a school governor; is a known and proper person to the SLT;
- 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.
- The extent to which the user is engaged in education.
- If the person has a genuine interest in education and the local community.

WHO WILL @FAIRFIELDP39708 FOLLOW?

In order to protect itself from inappropriate content, the school Twitter account will follow respected educational figures, establishments and other schools.

WHAT IS INAPPROPRIATE CONTENT AND REFERENCING AND HOW WILL IT BE DEALT WITH?

@FairfieldP39708 welcomes any referencing, mentions, or interactions that show the school in a *positive light* only. Therefore, Fairfield 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 @FairfieldP39708 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.

RETWEETING

From time to time @FairfieldP39708 will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by members of the SLT.

ADMINISTRATION INFORMATION

This policy was presented to the governing body in December 2023

This staff were made aware of this policy in December 2023

This policy will be reviewed in one year.

Written by
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