

# Yeadon Westfield Infant School

## Twitter Policy

### 2019

### Review 2022

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

*This school is committed to safeguarding and promoting the wellbeing of all children, and expects our staff, governors and volunteers to share this commitment. This policy should be read in conjunction with all other school policies.*

The rationale of this policy is to explain acceptable use of Twitter relating to Yeadon Westfield Infant School account @ywestfieldinfants for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Yeadon Westfield Infant School, 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 made up of 140 characters called a 'Tweet'. Tweets are an answer to the question "What are you doing?" Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweepers either directly or indirectly 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 their activity and comments appear in the follower's news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their newsfeed. Users can also private message each other when they don't want conversations to appear. Yeadon Westfield Infant School will not enter private discussions with others.

#### **Aims of using Twitter**

- To quickly share and celebrate children's and school achievements, successes
- To demonstrate safe and responsible use of social media
- To share important news and messages

- To promote Yeadon Westfield Infant School as a forward thinking and progressive school through our use of 21<sup>st</sup> Century technology.

### **What is the primary purpose of Yeadon Westfield Infant School's Twitter page?**

The school Twitter page will be used principally to share and celebrate the successes of the children and school with staff, parents and governors. The primary use of the account will be to share information detailing special events in school. The aim of this is to run alongside more traditional methods e.g texting and e-mailing, and not to replace it.

### **What will @ywestfieldinfants tweet?**

The school Twitter account will post 'tweets' celebrating achievements in school. Photos may be uploaded to the Twitter account but will not identify any children. The Twitter account may refer to the school website and have links to photos uploaded within the website approved policy. The school Twitter account will share general school messages, information and news. The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only tweets outside of this time are for special school events or to share urgent school news such as closures due to adverse weather.

### **Who will Yeadon Westfield Infant School follow?**

Yeadon Westfield Infant 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, Yeadon Westfield Infant School 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 Head teacher.

### **Who can follow Yeadon Westfield Infant School?**

At Yeadon Westfield Infant School we are fully committed to the safeguarding of all our children. Yeadon Westfield Infant School will encourage staff, governors and parents of pupils to be followers.

### **Who controls content and is accountable for Yeadon Westfield Infant School's Twitter page?**

The uploading of content for the Twitter page will be controlled by, and is the sole responsibility of, the account holder. The account holder must ensure that the tweets they share are appropriate (see inappropriate content below).

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

Yeadon Westfield Infant School welcomes any referencing, mentions or interactions that share the success of the school community. Yeadon Westfield Infant 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 school Twitter 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.

Further information can be found at the Twitter 'Help Centre' on:

<https://support.twitter.com/>