



# **Templemoor Infant and Nursery School**

## **Twitter Policy**



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### Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Templemoor Infant and Nursery School Twitter account @TemplemoorINS for staff, children, parents and governors.

### 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 update the school community on a range of issues
- To encourage the use of 21<sup>st</sup> century technology

### 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. 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 follower's 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. Templemoor Infant and Nursery School **will not** enter into private discussions with others.

### Who controls content for Templemoor Infant and Nursery School?

The uploading of content for the twitter page will be controlled by members of the Senior Leadership Team (SLT). They alone will be responsible for password protection and uploading of content. The school will change the Twitter account password on a termly basis. The Templemoor Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. We will only tweet outside of this time for school events (e.g. PTA events) or to share urgent school news (e.g. closure due to adverse weather). No private messages will be sent using this Twitter account. Any contact to followers should be made using other methods.

### Who can follow @TemplemoorINS?

At present, the Templemoor Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others. Staff wishing to follow the school's Twitter account may do so as long as their twitter account is secure and private. Under no circumstances should staff members follow parents or governors.

@TemplemoorINS is not a responsive account, and is linked to the school website to give information and news updates only. Parents must contact school directly if they have a specific query or a question.

Due to the fact that Twitter does not aim their services to people under 13 years of age we will direct any followers who we believe to be under this age to the Twitter 'Policy Towards Children' (which stresses the importance to children of keeping personal information private). At Templemoor Infant and Nursery School we are fully committed to the safety of all children and the Headteacher and Deputy Headteacher are also Designated people for Child Protection.

### **Who will Templemoor Infant and Nursery School follow?**

In order to protect ourselves from inappropriate content being distributed into our news feeds, the Templemoor Infant and Nursery School account will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the Headteacher. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

We will not follow parents or governors.

### **What will be posted on @TemplemoorINS?**

- The school Twitter account will only use children's first names or initials when referencing children.
- The school Twitter account will use Twitter to share positive messages about the school.
- The school Twitter account may post photographs of children and their work but only once parents' permission has been obtained (see attached 'Form 1'). The school Twitter account will never include photographs and names of children in the same Tweet (it will be either/or).
- The account may be used to share news and information during a school trip.

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

@TemplemoorINS welcomes any referencing, mentions, or interactions that post the school in a **positive light only**.

Therefore, Templemoor Infant and Nursery 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 schools 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 content deemed inappropriate by the Headteacher 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.

@TemplemoorINS **will not** enter into private discussions with others. We will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues. If you need to contact school please do so by telephone or email.

Further information can be found at the Twitter 'Help Centre' on: <https://support.twitter.com/>

If you are unfamiliar with Twitter and would like to know more information on how to join and follow, please see 'Form 2' attached to this policy. It is not compulsory and parents/carers will not miss important information should they choose not to follow the school.



**FORM 1 – Templemoor Infant and Nursery School  
Twitter/Website Consent Form**

**Parent's Consent for Web Publication of Work and Photographs**

I agree that my child's work may be electronically published. I also agree that appropriate images that include my child may be published subject to the rule of this organisation that photographs will not be accompanied by children's names.

I intend to follow the school's Twitter account (@TemplemoorINS) and have read the schools Twitter Policy

YES

NO

Child/Children's name(s):

Class:

Signed:

Date:

**Please complete, sign and return to school**



## Templemoor Infant and Nursery School One Minute Guide to Twitter

- Tweet:** A 140-character message.
- Retweet (RT):** 'Quoting' or giving credit to someone else's tweet you think might be of interest to others.
- Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.
- Handle:** Your username (e.g. '@TemplemoorINS')
- Mention (@):** A way to reference another user by their username in a tweet. Users are notified when @mentioned. It's a way to conduct discussions with other users.

1. Create an account – decide on your 'handle' (e.g. @TemplemoorINS), upload a photo and add a short 'bio' so people have an idea of who you are or stand for.
2. Decide who to follow – you can find other Twitter users to begin with by using the search function. Once you've found who you're looking for, simply click 'follow' and all their Tweets will automatically appear on your 'feed' (n.b. your feed is part of the Twitter app or website so you will not be notified of other people's Tweets (like you might a text message for example) unless you request this for any user you are following).

Who you follow is clearly down to what you want to get out of the Twitter experience. Many people choose to follow various celebrities; others find it a really use tool for keeping informed on various issues by following organisations such as the BBC, Downing Street, NASA or various national and international publications. Once you are following a number of other users, Twitter will become more intuitive in suggesting others that might be of interest.

3. Tweet! – this is actually an entirely optional activity – many users use Twitter purely as followers. If you do decide you want to, bear in mind that your Tweets can be seen by anyone - **unless** you make your account protected in which case only approved users can view them.

A popular way to enter the fray for the first time is to 'Retweet' a comment from someone else. This is a bit like quoting someone else and will be done primarily because you want people who follow you to see it. It will appear on your personal feed but with the original author credited with the Tweet.

For lots more information visit <https://support.twitter.com/groups/50-welcome-to-twitter>