



Twitter Policy 2019

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

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 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. Newton Hill Community School will not enter into private discussions with others.

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 Newton Hill Community School as a forward thinking and progressive school through our use of 21st Century technology

What is the primary purpose of Newton Hill Community School's Twitter pages?

The school Twitter page 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 @Newton_Hill_Sch will be to share information detailing special events in school. The aim of this is to run alongside more traditional methods e.g. sending home letters, and not to replace it. Each class will tweet examples of outstanding work, celebrations, achievements, education visits/residentials, personal class reminders etc.

What will @Newton_Hill_Sch tweet?

The school Twitter account will share news. It will also be used to share examples of children's work and photographic evidence of the children's activities and achievements. The school Twitter account will be displayed on the homepage of the school website. The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday.

Who will Newton Hill Community School follow?

Newton Hill Community 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, Newton Hill Community 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 Newton Hill Community School?

At Newton Hill Community School we are fully committed to the safeguarding of all our children. Staff of Newton Hill Community School will not use personal twitter accounts to follow @Newton_Hill_Sch. The school Twitter account is a public account and therefore available for everyone to see.

Who controls content and is accountable for Newton Hill Community School's Twitter pages?

The uploading of content for the Twitter pages will be controlled by and is the sole responsibility of the school account. 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?

Newton Hill Community School welcomes any referencing, mentions or interactions that share the success of the school community. Therefore, Newton Hill Community School deems any of the following as inappropriate:

- No names of children will be shared
- Photos of children will not be shared without parental consent
- Offensive language or remarks aimed at the school, its pupils, 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 pupils, 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/>