X (Twitter) Usage Guidance

Inspiring independent learners to thrive in a changing world

Rationale

The rationale of this guidance is to explain the acceptable use of 'X' relating to Eccleston Primary School for staff, children, parents and governors. The guidance will therefore aim to explain the purpose of 'X' at Eccleston Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a web2.0 technology.

What is 'X'?

'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.

'X' 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. @EcclestonPS will not enter into private discussions with others.

What is the primary purpose of @EcclestonPS ?

@EcclestonPS will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors. It may contain links to the schools other hosting sites.

Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, and not to replace it.

Who controls content for @EcclestonPS ?

The uploading of content for @EcclestonPS will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content.

Who can follow @EcclestonPS ?

At this moment in time, @EcclestonPS will not allow followers under the age of 21 and will limit its followers to teaching staff (at Eccleston Primary School and other schools), Governors and parents (of Eccleston Primary School children). It will block followers found to be under the age of 21.

When @EcclestonPS receives a follow request it will make informed decisions on a case-by-case basis as to accept or decline. 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 Eccleston Primary School 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.
In most cases, one or more of the above will be enough to accept a follow request.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the SLT will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in person to the above named persons, with their 'X' details, and should take no more than a few minutes.

Who will @EcclestonPS follow?

In order to protect itself from inappropriate content being distributed into its news feed, @EcclestonPS will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT and ICT Leader.

@EcclestonPS sees itself more as a distributor of information to those who follow it and not as a receiver of information.

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

@EcclestonPS welcomes any referencing, mentions, or interactions that post the school in a *positive light* only. Therefore, Eccleston 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 @EcclestonPS 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 'X'. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Next Review:

This guidance will be subject to an earlier revision should Eccleston Primary School decide to allow children to use Twitter in school. At the moment, 'X', unlike Facebook, has no age restriction and so its use is determined by the individual.

Linked Policies & Documents:

- Online Safety
- Anti-bullying
- Behaviour Policy
- Children Protection and Safeguarding
- Behaviour Policy

Review of 'X' Twitter Usage Guidance
Reviewed: November 2023
Next Review Date: November 2024