



USWORTH COLLIERY
PRIMARY SCHOOL

X/Twitter Policy

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Usworth Colliery Primary School X/Twitter Policy 2023

The rationale of this policy is to explain acceptable use of Twitter relating to the Usworth Colliery Primary School handle - @UCPrimary - for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Usworth Colliery Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using Social Media.

Aims of Using X/Twitter

- To share and celebrate children's and school achievements and successes.
- To demonstrate safe and responsible use of social media.
- To promote Usworth Colliery Primary School as a forward thinking and progressive school through our use of 21st century technology

What is X/Twitter?

Recently changed to 'X', Twitter (or X as it shall be referred to from this point onwards) is used primarily as a method of communication made up of 140 (extended to 280) characters. X tend to reference people, places, and/or activities to which the said referee can respond. X users are able to follow or be followed. To follow somebody 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. Usworth Colliery Primary School will not enter into private discussions with others.

Who contributes to the content for Usworth Colliery Primary School?

Class Teachers, admin staff and the Headteacher upload the content for the @UCPrimary X page. Year groups also have accounts. Any content posted on a year group page will reference @UCPrimary so that all content can be checked by the Headteacher. Content regarding school shall only be created and shared on school accounts. Furthermore, all communication with parents will be through specific school accounts.

When tweets are made from the @UCPrimary and year groups accounts, 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. Photos of children will not be shared without parental consent (see parental permission letter). The school will never post or release information that is considered private and confidential (including names, schedules, images and videos) without noted consent.

Who can follow Usworth Colliery Primary School?

Usworth Colliery Primary School will encourage teaching staff, Governors and parents/carers (of Usworth Colliery Primary School children) to be followers. At Usworth Colliery Primary School we are fully committed to the safety of all children. Due to the fact that users of X must be aged 13 years or over, if a child begins to follow @UCPrimary or a year group account, the Headteacher and ICT Coordinator will be notified and the user blocked. The child will also be spoken to about age restrictions.

The school Twitter account will be a public account. The Headteacher will monitor the followers and block any who appear to not be school focused.

Who will Usworth Colliery Primary School and year group accounts follow?

In order to protect itself from inappropriate content being distributed into its news feed, Usworth Colliery Primary School/year groups accounts will only follow other users who have obvious benefits to the school (e.g. other educational establishments, organisations who work with children, charities supported by the school, local media). These will be decided on a case-by-case basis at the discretion of the staff who admin that particular page. Usworth Colliery Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

School: @UCPrimary

Reception: @UCPrimary_EYFS

Year 1: @Y1_UCPS

Year 2: @Y2_UCPS

Year 3: @Y3_UCPS

Year 4: @Y4_UCPS

Year 5: @Y5_UCPS

Year 6: @Y6_UCPS

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

Usworth Colliery Primary School welcomes any referencing, mentions, or interactions that share the success of the school community. Therefore, Usworth Colliery 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 school X 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. Incidents of a more serious nature may be saved as evidence and reported to the appropriate authority. School staff will, where appropriate, take copies of inappropriate content and create a record of the URL, time & date of the post. Evidence shall be submitted to the Headteacher or ICT Coordinator, depending on the nature of the offense. **Action will then be taken within 24 hours.**

Further information, rules and policies can be found at the Twitter 'Help Center' on: <https://help.twitter.com/en>

Policy Agreed Date:

Signed

Date.....

Head Teacher

Signed.....

Date.....

Chair of Governors