

TWITTER POLICY

Social Media – The William Hogarth Way



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Policy statement and principles

If The William Hogarth School isn't looking after its online identity, someone else is!

Introduction:

We live in a technology rich world, where social media is becoming more and more a part of daily life. Social networking tools are a great collaborative learning resource in education for both pupils and their teachers. Twitter has fast become one of the tools of choice. Agencies like Ofsted often release new guidance on Twitter days before it appears elsewhere, so it's important that The William Hogarth School community embraces Twitter to not only keep up to date with important changes that can impact on learning in the classroom, but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy explains:

- the acceptable use of Twitter at The William Hogarth School, through the school twitter account: @hogarth_the
- the purpose of Twitter at The William Hogarth School
- the benefits that will arise to the school from proper use of Twitter

What is Twitter?

Twitter is not designed as a tool to be used by children under the age of 13, so children at The William Hogarth School should not be using it directly with a personal account. The Twitter privacy policy states that:

"Our Services are not directed to persons under 13. If you become aware that your child has provided us with personal information without your consent, please contact us at privacy@twitter.com. We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we take steps to remove such information and terminate the child's account."

Twitter is a social media tool which is used to communicate thoughts and ideas within 140 characters called a 'Tweet'. Tweets tend to reference people, places and activities to which people can respond. Photographs and short videos can also be uploaded for viewing. Tweets either directly reference another person or broadcast information to which others can reply and respond. Twitter accounts can follow other Twitter accounts, or be followed. To follow an account means 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. All tweets are public. Users are also able to Direct Message other users should they wish to communicate something privately and outside of public viewing. @hogarth_the will not enter into private discussions with others.

Purpose & Rationale:

- Telling parents what we're doing in school
- Motivating children by celebrating their learning and sharing it with the community
- Promoting school activities
- Providing useful information
- Improving engagement with parents by communicating with tools which parents access regularly, in addition to the school website
- Communicating beyond the school community
- Marketing the school by taking ownership of our online identity and promoting a positive picture of the learning that is taking place.

Twitter will not be used to engage with individual parents directly. However, important announcements and notices could be sent as part of general communication to parents.

This policy is one of a series in the school's integrated policy portfolio. See Appendix [...] for information].

This policy is available on the school website or can be obtained from the school office.

Roles and responsibilities

Key personnel	
Computing Lead:	David Hannah
Designated Safeguarding Lead:	Avril Stockley
Deputy Designated Safeguarding Lead:	Katie Rees

The William Hogarth School Twitter Account

Only the Senior Leadership Team, class teachers and admin team at The William Hogarth School will have access to the official school Twitter account. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated.

Class teachers are expected to post a minimum of three tweets every week, show-casing and celebrating a variety of learning taking place in school.

Twitter Etiquette

Any tweets from the official school account will be grammatically correct and will not contain everyday text language like 'lol', 'gr8' or 'l8r'. Some tweets may contain hashtags. Hashtags (#) can be added to tweets. Hashtags mean that the tweet is added to a collection of other related tweets so that it is likely to be viewed by more people. A tweet being used to celebrate some learning about Vikings, for example, might include:

Some fantastic learning about Vikings #vikings #learning

All tweets will include the following hashtags to engage with the local community:

#Chiswick
#W4
#LBofHounslow

Safeguarding Pupils

In order to safeguard the pupils at The William Hogarth School, no names of pupils will be used alongside any pictures of pupils. The William Hogarth School seeks photographic consent of all the pupils. Tweets sent by The William Hogarth School will adhere to this list.

If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

Followers

@hogarth_the is a public account. Anyone can follow the school's Twitter account. Fortnightly checks will take place by the Senior Leadership Team (SLT) during RADAR MEETINGS to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.

IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW THE SCHOOL'S TWITTER ACCOUNT. Should this happen, the E-Safety lead will be notified immediately. SLT will block the pupil and inform parents at their earliest convenience. This will be recorded as an incident on the CPOMS system (Child Protection Online Monitoring System).

Who will @hogarth_the follow?

@hogarth_the sees itself more as a distributor of information to those who follow it, rather than a receiver of information.

In order to protect itself from inappropriate content being distributed into its news feed @hogarth_the will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school, eg. Ofsted. The decision on whether or not to follow an @ handle will be taken by the headteacher.

What Information Will Be Shared @hogarth_the?

@hogarth_the will only share information and events involving staff or pupils from The William Hogarth School. The @hogarth_the Twitter account will retain a professional boundary at all times – NO PERSONAL INFORMATION WILL BE TWEETED. Tweets that promote our school in a positive light may be retweeted.

When Will @hogarth_the Respond to Tweets?

@hogarth_the is solely for information and will not discuss any school matters. The school Twitter account will not 'reply to all' on Twitter. @hogarth_the will not enter into Direct Messaging with followers.

Protecting @hogarth_the

The username and password are only known by SLT, Class Teachers and the office team.

What Information Will Be Shared Relating To Pupils At The School?

- Photographs, names will not be published / appear alongside any photographs of children
- Work produced by pupils (only referenced by forename)
- Achievements of pupils, both in and out of school

Parental Consent

The school will use the photographic consent provided by parents when enrolling their child at the school. An up to date list of children with photographic consent is maintained by the school office. Parents with specific concerns about information relating to their child being posted on @hogarth_the should address these to the Headteacher.

Inappropriate Content or Referencing

The William Hogarth School welcomes referencing, interaction or mentions. The William Hogarth 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 user's account into The William Hogarth School 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 reported to Twitter and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

How will safer internet be promoted alongside Twitter?

@hogarth_the is primarily for parents and carers. However, the school's use of Twitter promotes the use of social media to the children. In addition to Internet Safety week, e-safety will be reinforced through any use of computing in other subject areas. If a child requests to follow @hogarth_the, the E-Safety officer (Computing Lead) will be notified at the earliest opportunity, SLT will block the child and parents will be contact. The incident will be logged on CPOMS.

Appendix ONE – Related Policies

- Safeguarding Policy
- Acceptable Use Policy
- Online Safety Policy