

Lark Hall Infant & Nursery Academy and Flax Hill Junior Academy



Twitter Policy

Policy Status and Review

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| Date: | June 2024 |
| Review Date: | June 2026 |
| Signed by Governor: | Marion Couchman |
| Date Signed: | 12/06/2024 |

**This policy appreciates the change of business name from twitter to 'X'.
During the policy, it will be referred to as 'Twitter'.**

What is Twitter?

Twitter 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. 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.

Flax Hill and Lark Halls twitter page is @fhandlh.

@fhandlh will not enter into private discussions with others.

What is the primary purpose of @fhandlh?

- @fhandlh will be used principally to be followed by parents and other professionals in order to advertise the excellent work by staff, children, parents and governors. It will also contain information detailing children's learning and special events in school.
- When using images of pupils, or groups of pupils, no names will be included. Parents will be given the chance to 'opt in' or 'opt out' of their child being in photos and they will not be included in any photo posted on twitter if they 'opt out'.
- Comments will be disabled on the twitter page. This will mean you cannot comment on posts unless you are tagged in the tweet.

Guidance for posting tweets for teachers:

- One post, per class, per week;
- Special occasions (such as assemblies, trips or visitors) can be posted in addition to the one post, per class, per week;
- Where possible, photos should be groups shots (no pupil names);
- Every tweet will mention a class or year group;
- Personal staff twitter feeds should not be used to retweet or engage with @fhandlh;
- Ensure comments are disabled on each tweet.

Who controls content for @fhandlh?

The uploading of content for @fhandlh will be controlled by class teachers and members of the Senior Leadership Team. Staff Tech will also be monitoring the use of the tablets used to upload posts onto twitter.

Who can follow @fhandlh?

Anyone is able to follow @fhandlh so long as they understand it is a 'good news and information sharing' tool.

Followers of @fhandlh may be blocked should school checks reveal any concerns of a safeguarding nature. Concerns could be:

- 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;
- Language used in Tweets on an account;

The school reserve the right to block an account for any other reason deemed appropriate in order to safeguard pupils, all other stakeholders and the school.

In most cases, one or more of the above will be enough to block an account. In the unlikely event that a parent, or other suitable follower is incorrectly blocked, the SLT or ICT Leader 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 Twitter details, and should take no more than a few minutes.

Checking of the school Twitter account and followers

To support safeguarding procedures, the school Twitter account followers will be checked weekly by the ICT Lead. This will be done on a random basis. Any concerns will be reported to the Senior Leadership Team and a decision on blocking an account will be made.

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

@fhandlh welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, the 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 @fhandlh
- 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 Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Responsible following of the school Twitter account

Governors of Lark Hall and Flax Hill Junior Academy strongly request that followers of @fhandlh DO NOT use images of other people's children posted on the school Twitter feed to repost on their own social networking sites or pages.

This information can be made available in a range of formats and languages, including Braille and large print. If this would be useful to you or someone you know, please contact your Directorate HR Unit.

A signed copy of this document is available from the school office.

Version Control

| Version | Date Approved | Changes | Reasons for Alterations |
|---------|---------------|--|-------------------------|
| V1 | 11.10.2023 | Document compiled due to the introduction of Twitter | Accessibility |
| | June 2024 | None | |
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