

# Northgate Primary School

## Social Media Policy

### Rationale:

If our school isn't looking after its Social Media... Someone else is!

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it's important that staff at Northgate Primary embrace Social Media to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education.

This policy will explain acceptable use of Twitter relating to the Northgate Primary school twitter account: @NorthgatePS and the class Twitter accounts linked to it.

The policy will also explain the purpose of social media at Northgate Primary and the benefits that can arise from its proper use.

### What is Twitter:

Twitter is a social media tool that currently has no age restrictions for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

### Why will Northgate Primary School and staff be using Twitter?

There are two main reasons for engaging with Twitter as a school:

1. To share the learning that happens at our school with our parents
2. To showcase the learning that happens at our school with the local and global community

At Northgate Primary school, Twitter will not be used to engage with individual parents directly. However, important announcements and notices can be sent as part of general communication to parents. On an individual, professional level, Twitter allows staff to engage in educational discussions that can enrich their own practice.

### The school name account:

The school will have one Twitter account @NorthgatePS, which will be managed by the Social Media Team and office staff. 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 accounts

Each class will have its own Twitter account, as an offshoot of the school's main Twitter account. For example, @NorthgatePS-Neptune. These accounts are the responsibility of the class teacher but will also be overseen by the Social Media Team. The class account gives pupils an opportunity to share learning locally and globally, in a safe and teacher-led environment.

### Staff use of Twitter

The school recognises that staff may engage with Twitter for private use. In order that the lines between private and professional lives do not become blurry, the school **strongly discourages** staff using their private accounts to engage with school accounts. This includes following a school account, liking or retweeting.

If staff wish to engage with school accounts, they are encouraged to set up a **professional account**. This account would still belong to the staff and they would be solely responsible for their tweets. Tens of thousands of teachers in the UK are on Twitter and it is a beneficial place to engage with new ideas and educational discourse. You should be aware that if you are engaging with school accounts, parents may follow you. As stated in the code of conduct, professional behaviour should be adhered to at all times. There is no lower age limit for Twitter users, but **IN NO CIRCUMSTANCES SHOULD**

**PUPILS BE ALLOWED TO FOLLOW STAFF.** Should this happen, the staff should block the pupil and inform a member of the Social Media Team at their earliest opportunity.

### Twitter etiquette:

Any Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets like #edchat #PrimaryRocks that enable tweets to be added to a collection of other related tweets that are generally viewed by more people. If tweets are being sent to spread the news of a new blog post, they could look something like this:



In this tweet you can see a request to view a new blog post and the hashtag #edchat

### Safeguarding pupils:

In order to safeguard the pupils at Northgate Primary school, no names of pupils will be used. At this time, no photos of pupils will be used either.

### Who can follow @NorthgatePS?

Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the Social Media Team 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 Social Media Team 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. Parents will also be encouraged to follow the Twitter account for the classes their children are in.

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

Northgate Primary schools welcomes referencing, interaction or mentions.

Northgate Primary schools 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 Northgate Primary schools 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.

Agreed by Staff November 2017

Agreed by Governors November 2017

*P. S. Marsden*