



# Leighfield Academy

## Twitter Policy

Adapted by the Governing Body 6 December 2016

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Adopted from the Twitter Policy currently used by  
Discovery Schools Trust @Discoverytrust

## Leighfield Academy Twitter Policy

### Philosophy

All children and adults in our school community have a right to be safe and to carry out their work unimpeded.

We believe that all children and adults in our school community have a responsibility for ensuring this happens and a duty to respect everyone within that community.

### School Aims

Leighfield Academy aims for children to

- ◆ Reach their full potential
- ◆ Develop a positive self-image
- ◆ Be responsible and make informed choices

We

- ◆ Provide a supportive and caring environment
- ◆ Promote high achievement
- ◆ Encourage independent learning

### This policy will

The rationale of this policy is to explain acceptable use of Twitter relating to Leighfield Academy (@Leighfield\_Acad) and as part of Discovery Schools Academy Trust (@Discoverytrust) for all trust staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in our Schools and the benefits that will arise from its proper use.

All Discovery school handles within the Trust

@Parklandprimary

@Kibprimary

@SilebyRedlands

@DanemillPrimary

@MowmacreHill

@WooldenHill

@Accprimary

## **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. Tweepers 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. All accounts/handles will not enter into private discussions with others.

## **What is the primary purpose of a Twitter account/handle?**

All handles 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 with each school. The Trust handle @leighfield\_acad will also be used to celebrate joint work of staff working together and successes in each school. It may contain links to the other sites.

The aim of this is to run alongside more traditional methods like sending Parentmail, home letters, and not to replace it and it will contain information which report special events once they have happened in our schools.

## **Who controls content for @leighfield\_acad?**

The uploading of content for @leighfield\_acad will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content. In the long term, it is hoped that children at throughout the school will be trained on how to upload their own content to Twitter.

When posting photos on Twitter, no children will be recognisable from the image and no names of children will be mentioned in text. Permission for photos to be posted online will still only apply for the school website. This can be reviewed

## **Who can follow @leighfield\_acad and school handles?**

The handle @leighfield\_acad will not allow followers under the age of 21 and will limit its followers to teaching staff (of Leighfield Academy, Discovery Schools Academy Trust and other schools), Governors and parents. It may also choose to allow followers from other educational establishments and organisations such as teaching schools, other Trusts and consultants.

## **Who will @leighfield\_acad follow?**

In order to protect itself from inappropriate content being distributed into its news feed, @leighfield\_acad will not actively seek to follow other users. However, exceptions may be made where following an @handle has obvious benefits to the school. These will be decided on a case-by-case basis at the discretion of the SLT team. @leighfield\_acad 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?**

@leighfield\_acad welcomes any referencing, mentions, or interactions that posit the schools in a positive light only. Therefore, Leighfield Academy 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 @leighfield\_acad 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 Twitter. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

### **Next Review:**

This policy will be subject to a review should we decide to allow children to use Twitter in school. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.

The Headteacher and deputy Headteacher will be responsible for monitoring the effectiveness of the policy on an on-going basis.

### **Related Policies**

Safeguarding, Child Protection, Complaints, Policy on the Use of force to Restrain Pupils, Staff Behaviour, Discipline and Grievance policies.