

ST. JOHN'S
Primary School



Social Media Policy

St. John's Primary School, Coleraine

Principal: Mrs H. McDonnell

ICT Coordinator: Mrs J. Lenehan

Child Protection Teacher: Miss A. McNicholl

Chairman of the Board of Governors: Mr L. McQuillan

Child Protection Governor: Mr H. McGill

May 2019

Work hard

Give everything a try

Enjoy the rewards



Aims of Using Twitter:

- To share and celebrate children's achievements, successes and school updates instantly
- To demonstrate safe and responsible use of social media
- To promote parent use whilst discouraging all pupil use of Twitter

Rationale:

The rationale of this policy is to explain acceptable use of Twitter relating to St Johns PS @StJohnColeraine for all school staff, children, parents and governors. This policy aims to explain the purpose of Twitter and the benefits that will arise from its proper use, and deal with any potential pitfalls.

What is Twitter?

Twitter is used primarily as a method of communication made up of 280 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities. Tweets either directly reference another person or broadcast information to which others can reply and respond.

Twitter users can follow or be followed by other Twitter users. To follow somebody/thing ensures that all 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 and will reach a wider audience. Users can also private message each other when they don't want conversations to appear publicly. @StJohnColeraine will ONLY enter private discussions with others if it is linked to benefit the school in various areas of school life. Requests regarding Private Discussions by those who don't follow @StJohnColeraine or from 'Twitter Trolls' will be deleted and blocked immediately as well as being reported to Twitter when necessary.

Who controls content for @StJohnColeraine?

The uploading of content for @StJohnColeraine will be controlled by the Miss Anne McNicholl (Year 1 Teacher & D.T.)/School Principal. The other teaching staff members will have opportunities to become involved and will send all content to Miss McNicholl. Each teacher is responsible for the content they forward to Miss McNicholl and they have a duty to ensure that only children who have permission to have their image shared on Twitter are in content given. It is every staff member's responsibility to make sure all content is appropriate for Twitter and they follow the code of conduct.

Who can follow @ StJohnColeraine?:

When @StJohnColeraine receives a new follower, we will make informed decisions on a case-by-case basis as to accept or decline (block) this follower. These decisions will be based using several factors:

- The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the SIMS database; is a member of staff; Is a school governor; is a known and proper person to Principal/ICT Coordinator.

- The quality of the biography of everyone as read in the bio section of their Twitter account;
- The images on view in the potential followers' Twitter account.

In most cases, one or more of the above will be enough to accept a follow.

In the unlikely event that a parent, or other suitable follower is inadvertently blocked, the Principal/ ICT Coordinator 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.

Who will @StJohnColeraine follow?

To protect itself from inappropriate content being distributed into its news feed, @StJohnColeraine will be selective in who we seek to follow. We will only seek to follow those whose @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the Principal/ICT Coordinator/Miss McNicholl.

@StJohnColeraine 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?

@StJohnColeraine welcomes any referencing, mentions, or interactions that view the school in a positive light only.

Therefore, St John's 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;
- 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.

In Summary:

- The school Twitter account will be controlled and monitored by Principal, Miss McNicholl, ICT coordinator and teaching staff.
- The school Twitter account will be a Public account. Principal and staff (Miss McNicholl) will monitor the followers and block any who appear to not be school focused.
- The school Twitter account will generally only tweet between the hours of 8am and 10pm. The only time tweets outside of this time are for school events (e.g. football matches, school trips, performances or community events) or to share urgent school news (e.g. closures due to adverse weather).

- The school Twitter account will only follow educationally linked accounts. No personal accounts, unless they are educationally linked, will be followed.
- The school Twitter account will not reference children's names as part of safeguarding procedure.
- The school Twitter account will use Twitter to share positive messages about the school.
- Whilst endorsing twitter as a school, we will also remind pupils that the age requirement to use twitter is thirteen years old. We discourage any children to follow Twitter.
- Twitter's own safety rules can be read on: https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166

Links to other policies

Esafety Policy

Online Safety Policy

Safe Use of Digital Device Policy

Child Protection Policy

Acceptable Use Policy

Policy Review:

St. John's Primary School will update this Policy in the light of any further guidance and legislation and review it annually.

On-going evaluation will ensure the effectiveness of the Policy.

Ratification: May 2019

Review Due: Term 3 2020