



Social Media Policy

November 2020

Rationale:

At Ladywood Primary School, the safety of the children is paramount and, with that in mind, this policy has been created in order to safeguard everyone.

We believe that the use of the Social Media such as Facebook and Twitter is an integral part of 21st century life. As such, it is our duty to ensure that appropriate and safe use of Social Media should be taught in school. It can also be an effective way of communicating instantly with parents and raises the profile of all the good things that are happening in school.

The school uses a number of methods in order to communicate with parents, these include the newsletters, the school website and the Schoolcomms messaging service. Social media is becoming more and more part of daily life and in order to improve access to information we are looking to develop our social media offering, as a more immediate way of communicating with all stakeholders. Twitter will run alongside other/existing forms of communication.

This policy will explain the acceptable use of Twitter relating to the Ladywood Primary School twitter account: @??????. The policy will explain the purpose of Twitter in Ladywood Primary School and the benefits that will arise from its proper use.

What is Twitter:

Twitter is a Social Networking service that allows users to send chunks of bitesize information in 140 characters or less. Known as a "microblogging" service it was conceived in much the same way as Facebook; to share information with a small group of people. Twitter state in their Privacy Policy that their service is not directed to persons under the age of 13.

Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts. Twitter accounts can be public or private. Tweets from private accounts can only be seen by those users who have been approved, public tweets can be viewed by anyone. Users are also able to Direct Message (DM) other users should they wish something not to be made for public viewing.

How will Ladywood Primary School staff use Twitter?

The reasons for introducing social media as a tool for communication are:

1. To share and showcase the wonderful things happening at Ladywood Primary School.
2. Improve communication with parents, providing an alternative method to share whole school/group messages quickly and efficiently
3. To demonstrate safe and responsible use of social media

Twitter will not be used to engage with individual parents directly.

Staff using personal Twitter accounts should read this policy in conjunction with other school policies including, but not limited to, the staff Code of Conduct, E-safety and Acceptable Use policies, direct reference to the school should be avoided on personal accounts.

In the first instance, only the SLT 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 and/or additional class accounts may be introduced. Should this happen, this policy will be reviewed and updated in light of any such changes.

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 #WorldBookDay #PrimaryRocks that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

In order to safeguard the pupils at Ladywood Primary School no names of pupils will be used alongside pictures of pupils. We routinely seek consent to share information and photos of pupils and this consent will be updated to include Twitter.

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

Who will Ladywood Primary School follow?

Ladywood Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information. In order to protect itself from inappropriate content being distributed into its news feed, we will only follow other users who have clear benefits to the school (e.g. other educational establishments or organisations who work with children/ local media). These will be decided on a case-by-case basis at the discretion of the Headteacher.

The school Twitter account may retweet posts made by recognised followers who support the vision and ethos of the school.

Who can follow Ladywood Primary School?

Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the SLT/Admin team to check recent followers. Any user following the school account that is deemed unsuitable will be blocked.

A member of the SLT will make this decision on a case-by-case basis. Parents, staff and governors will be actively encouraged to follow the official school account, the home-school agreement will be updated to outline the school's expectations for appropriate use.

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

Ladywood Primary School welcomes referencing, interaction or mentions in order to showcase and celebrate the achievements of the school and its pupils.

The following activity will however be deemed 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 Ladywood Primary 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, deleted/hidden and users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

Appendices – Twitter Procedures

Appendix 1 – To block a user/follower

Block is a feature that helps you control how you interact with other accounts on Twitter. This feature helps users in restricting specific accounts from contacting them, seeing their Tweets, and following them.

Some important things to know about block:

- Accounts you have blocked cannot follow you, and you cannot follow an account you have blocked.
- Blocking an account you are currently following will cause you to unfollow that account (and them to unfollow you). If you decide to unblock that account, you will have to follow that account again.
- Blocked accounts do not receive a notification alerting them that their account has been blocked. However, if a blocked account visits the profile of an account that has blocked them, they will see they have been blocked (unlike [mute](#), which is invisible to muted accounts).
- If you block an account and they choose to report your account, any of your Tweets that directly mention them will be available for them to view and attach during the reporting process.
- You will not receive notifications from accounts you block, or accounts that you do not follow who mention you in conversations started by accounts that you block. You

will, however, see notifications from accounts you follow when they mention you in a conversation started by an account you block. If you'd like to view all of your mentions, you can do so by [searching](#) your username.

Important: Blocking only works if the account you've blocked is logged in on Twitter. For example, if the account you've blocked isn't logged in or is accessing Twitter content via a third party, they may be able to see your public Tweets. Please keep this in mind when you choose to share content on Twitter.

Blocked accounts cannot:


- Follow you
- View your Tweets when logged in on Twitter (unless they report you, and your Tweets mention them)
- Find your Tweets in search when logged in on Twitter
- Send Direct Messages to you
- View your following or followers lists, likes or lists when logged in on Twitter
- View a Moment you've created when logged in on Twitter
- Add your Twitter account to their lists
- Tag you in a photo

Tweets from blocked accounts will not appear in your timeline. However, please note that you may see Tweets or notifications in your timeline for the following:


1. Tweets from others you follow that mention accounts you have blocked.
2. Tweets that mention you, along with an account you have blocked.

How to block a Twitter account

To block from a Tweet

1. Click the  icon located at the top of a Tweet from the account you wish to block.
2. Click **Block**, and then select **Block** to confirm.

To block from a profile

1. Go to the profile page of the account you wish to block.
2. Click the  more icon on their profile page.
3. Select **Block** from the menu.
4. Click **Block** to confirm.

How do I know if I have blocked someone?

When you visit the profile of an account you have blocked, the **Follow** button will be replaced by a **Blocked** button.

The Tweets of an account you have blocked are hidden when you visit their profile. However, you can see the Tweets from that account by clicking the **Yes, view profile** button.

To unblock a Twitter account:

1. Visit the blocked account's profile on Twitter.
2. Click or tap the **Blocked** button.
3. Confirm you wish to unblock the account by selecting **Unblock** on Twitter for iOS, and **Yes** on Twitter for Android.


Appendix 2 Mute an account

Muting another Twitter account means you will not see that account's Tweets in your timeline. It's a great way to stay connected with friends, even if you aren't interested in seeing all of their Tweets. Muted accounts are not notified that you've muted them, and you will still get notifications when they mention you in Tweets and send you Direct Messages. You can also mute accounts you do not follow so that you don't see their Tweets in your Notifications timeline.

Muting is different than blocking or unfollowing: Accounts you have muted have no way to tell that you are muting them. You can access this option from the icon in a Tweet.

You can also [mute Tweets that contain particular words, phrases, usernames, emojis, or hashtags](#).

Muting from a Tweet:

1. From a Tweet, click the  icon
2. Click **Mute**.

Muting from a profile:

1. Go to the profile page of the person you wish to mute.
2. Click the **overflow** icon
3. Select **Mute** from the options listed.

Once you've muted an account on the web, you will see a confirmation banner. If you made a mistake, you can click **Undo** to unmute the account.

Appendix 3 Hide replies to tweets

Tweet authors have the option to hide replies to their Tweets. Everyone can still access hidden replies through the hidden reply icon, which shows up on the original Tweet when there are hidden replies. Additionally, the Tweet author can unhide a

reply at any time. When a Tweet author hides a reply, the author of the reply will not be notified.

How to hide a reply

1. From a reply to one of your Tweets, click or tap the icon.
2. Select **hide reply** and confirm.
3. To view your hidden replies, click or tap the **hidden reply** icon which will be available in the bottom-right of your original Tweet.

How to unhide a reply

1. Click or tap the **hidden reply** icon
2. Click or tap the icon from the reply you'd like to unhide.
3. Select **Unhide reply**.

When hidden replies won't be available within the hidden reply page

- Hidden replies from a protected account will not be available within the hidden replies page, which is behind the **hidden reply** icon. Similarly, if a hidden reply is then deleted by the author, it will also no longer show up in that section.
- If you hide a reply and that account mutes or blocks you, you'll be unable to view or unhide that reply.

When hidden replies will have a notice

- A hidden reply will be replaced by a notice, which is a message stating the Tweet is unavailable, when viewed from the Home timeline only when another account replies to it (which can be done from the hidden reply page).
- If a hidden reply is not replied to by anyone else, it will not be replaced by a notice in the Home timeline.

Appendix 4 - To report inappropriate content

To report a user/follower

- Click on the user's profile
- Find the ... at the top of the page
- Click report @username
- Give a reason for reporting

To report a tweet/reply that is written by someone else and not school

- Find the tweet you want to report
- Click on the ...
- Give a reason for reporting

To delete a tweet that school has made

- Find the tweet school has written that you want to delete

- Click the ...
- Click delete tweet