



**Dorothy Barley Junior Academy**  
**Twitter Usage Policy**



**This policy was devised and adopted in February 2020**

**Last update: September 2023**

**Next Review: September 2025**

**Related policies and guidance:**

Safeguarding & Child Protection

ICT acceptable Usage Policies (Pupils, Parents, Staff)

Staff Code of Conduct

Online Safety Policy

**1.0 Rationale**

The rationale of this policy is to explain acceptable use of Twitter relating to Dorothy Barley Junior Academy's twitter account: @DBJSchool. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Dorothy Barley Junior Academy and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

**2.0 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. Tweeted 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 / something 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 do not want conversations to appear. @DBJSchool will not enter into private discussions with others. @DBJSchool will be a public account searchable through the Twitter website.

**3.0 What is the primary purpose of @DBJSchool?**

@DBJSchool will be used to showcase work and achievements of children at Dorothy Barley Junior Academy. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

**Who controls content for @DBJSchool?**

The uploading of content for @DBJSchool will be undertaken by the senior leadership team (SLT), Year Group Leaders and the Inclusion Team at Dorothy Barley Junior Academy. Leaders will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents.

#### **4.0 Posting Etiquette**

When tweets are made from the @DBJSchool Twitter account, a hashtag will often be included. The use of hashtags allows tweets to be grouped with similar hashtags therefore allowing tweets to be grouped together. The use of hashtags will then encompass additional text which directly relates to the tweet. On no occasion shall text speak be used when tweeting e.g. gr8, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors, it will be removed and the teacher who posted the tweet will be informed. Staff may use emojis (a small digital image or icon used to express an idea or emotion) when appropriate to the tweet.

#### **5.0 Posting Tweets When Off-Site**

To protect the children at Dorothy Barley Junior Academy tweeting whilst off site is not allowed. Any tweets that celebrate success off site e.g. educational visits, should be made on the journey back to school or whilst back at school. This will ensure that followers of @DBJSchool cannot place a child and the school at a specific off site location.

#### **6.0 Hardware**

All tweets will be made from iPad tablets that are the property of Dorothy Barley Junior Academy. No staff member should have access to the school's twitter account on their personal mobile device.

#### **7.0 Tweeting Times**

The school will only tweet between the hours of 7am and 6pm from Monday to Friday.

#### **8.0 Naming of People When tweeting**

A child's first and last name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by X Class.

#### **9.0 Photograph Consent**

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Twitter). Additionally, a list will be placed in the staffroom for reference by all staff members. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Twitter).

#### **10.0 Who can follow @DBJSchool**

When @DBJSchool receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors: The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the Arbor database; is a member of the Dorothy Barley Junior Academy teaching staff; Is a school governor; is a known and proper person to the SLT. 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. In the unlikely event that a parent, or other suitable follower is inadvertently rejected, the SLT 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.

#### **11.0 Who will @DBJSchool follow?**

In order to protect itself from inappropriate content being distributed into its news feed, @DBJSchool will only follow verified users related to the Education sector or trusted accounts agreed by the SLT. These users typically have a blue tick displayed next to their name. This is to ensure that the tweets displayed on @DBJSchool account relate directly to education or the local community and the achievements of children at Dorothy Barley Junior Academy.

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

@DBJSchool welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Dorothy Barley Primary 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 @DBJSchool 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.

#### **13.0 Retweeting**

From time to time @DBJSchool will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by members of the SLT.

#### **14.0 Administration Information**

This policy was created on 10<sup>th</sup> February 2020 by the SLT.