



## Social Media Guidance: Use of 'Twitter'

### Using Social Media

What do we mean by social media?

Social media includes online services through which individuals can connect to each other to share content. This could be in the form of pictures, images, text, links, discussions, videos or any other content.

Some social media is standalone and can be 'closed' including WhatsApp/SnapChat; others can be 'closed', or 'open' along a sliding scale of privacy options including Facebook/Twitter, including options for users to integrate these together; and others that are completely 'open' including blogging sites which can be accessed and read (and sometimes commented on) by anybody without needing an account or membership.

How will we use it in school?

- Children are encouraged to engage constructively with social media tools to support and celebrate their learning. Children's use of social media tools is directed and monitored, with teachers moderating what content they access.
- Teachers use a range of social media tools to enhance the curriculum, including communication with parents/families and the wider community. Teachers choose to model the use of some social media tools in a controlled environment which children would not have independent access to, if deemed appropriate.
- The school office, management team and teaching staff will also use these tools to communicate with parents and the wider community.

How will we safeguard ourselves?

Safe use of all technologies is an essential component of learning to make best use of them. Safeguarding steps are in place to protect staff, parents and volunteers as well as children.

Children take part in a progressive and proactive e-safety curriculum. Appropriate to their age, they will learn how to use technology safely, how to avoid risks, and what to do if they come across any concerns.

Before using social media tools, staff will receive appropriate training. This support will be updated periodically to remind staff how to make best use of such tools including the safeguarding risks and actions needed.

The use of social media tools will always be governed by relevant policies including Data Protection, Safeguarding, and Computing Acceptable Use. For example, children's names will not appear alongside other identifying information such as photos.

What tone/voice is used?

- Children normally write as themselves in the first person, unless they are writing in role or for an alternative purpose
- Teachers and the school normally write collectively as the class in the form of either "Green Class have been..." or "We have been...", as well as using the "our" possessive pronoun
- To make it engaging for our audiences, a variety of content is best published. For example, some questioning/engagement content, alongside photos/video clips, and others linking to writing/work online keeps the audience on social media most engaged. **[see safeguarding policy & check parental permissions re. internet/website]**

How could staff be using social media for their own CPD?

Social media can be very beneficial for teachers and other staff to pick up ideas, resources, discussions, etc. which can develop their own practise. For example, by using Twitter to follow a number of key figures or take part in discussions (e.g. @SLTChat #SLTChat, @ukedchat #ukedchat) can be very beneficial.

## Twweeting as the School

This page is intended as an aide-memoire for office staff and others who post messages on behalf of the school to Twitter (<https://twitter.com/HeamoorSchool>)

Before an event...

New information released...

*Just confirmed our Sports Day as 1<sup>st</sup> June. Put the date in your diary - we'll see you there!*

Reminders about deadlines...

*Don't forget to get your ticket slips back to us by Friday morning. If you need spares, get in touch!*

#### Payments due...

*Quick reminder for Year 6 parents that the next £15 payment for the residential trip is due by Thursday.*

#### After an event...

##### Celebrating some highlights...

*The first audience loved today's KS2 performance of Cinderella. Standing ovations all-round! Photos to follow...*

##### Sharing a photo/video...

*Owen's Animals came in today for our children to hold some exotic animals. A few snaps here...*

##### Sharing a link to a blog post about it...

*Earlier today @GreenClass blogged some of their animal fact books. Check it out at <http://bit.ly/1zLd4JB>*

#### Some other thoughts...

**Balance is best:** The best social media content is engaging. People love to see a few photos, with a few discussion points, with a few pieces of information, etc. Sharing a mixture of content is the best way of engaging our audience. Even if a reminder/announcement is due, is there a relevant photo to add to it? It makes it more eye-catching!

**It's not all about us!** Social media is two-way, and engagement/responses from our followers is essential. Some of this might be reasonable 'passive' such as likes/favourites, sharing/retweeting, but others could be more active such as replying/posting a comment. While maintaining professionalism and confidentiality, we should encourage our audiences to engage with us openly.

**Short links:** Using [www.bit.ly](http://www.bit.ly) will make a short link and will then give us tracking information (once you've created an account) about the number of people who have clicked on the link. Posting through Tweetdeck will do this automatically.

**You're not alone:** It's important for us all to own the content shared on behalf of the school, but without it looking like someone's personal account!

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**Review:** This guidance document will be reviewed on a bi-annual basis

**Adopted:** March 2015

**Review Date:** March 2017

Heamoor CP School