

STRANMILLIS PRIMARY SCHOOL – SOCIAL MEDIA POLICY

Rationale

In the technology rich world in which we live, social media has become part of everyday life. At Stranmillis PS, we believe we could utilise effectively the social media platform, Twitter, to promote our school more widely, and share the wonderful learning experiences of our pupils. We already communicate regularly with our parents through our weekly school bulletin and on our school website. Twitter will be a means to communicate further with our school community, as well as promoting our school to a wider audience, such as parents who may be considering enrolling their children at the school.

Aims

1. To share quickly and more widely our pupils' achievements and successes.
2. To communicate further with the school community.
3. To promote our school more widely.
4. To collaborate online with our community partners such as our partner bookshop, the Belfast Boat Club or Stranmillis College.
5. To model and showcase for our pupils how social media can be used in a positive and constructive manner.

Social Media Platform

Our chosen social media platform is Twitter. Twitter is: "a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links, and text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search."

<https://help.twitter.com/en/resources/new-user-faq>

Acceptable Usage

1. There will be limited opportunity to reply to Tweets. The option "Only people you mention" will be selected. Most Tweets won't mention other Twitter users but there may be occasions we might mention other organisations.
2. Permission will be sought from all parents to use their child's image on Twitter. If a parent doesn't grant permission, their child's photograph won't be used.
3. The details of how to withdraw permission to post a child's image will be detailed, if a parent or guardian changes their mind at any stage.
4. Tweets will only be produced by Mr Arneill or Mrs Wilson.
5. Pupils will never be named on a Tweet.
6. Tweets will be produced retrospectively. For example, we wouldn't Tweet "On Tuesday we are going to Belfast Activity Centre", but the next day we might Tweet "Yesterday we went to Belfast Activity Centre" and share some images of the activities.
7. Regular checks will be made to check recent followers. Any user following the school who is deemed unsuitable or not adding value to the school will be blocked. 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. This decision will be made by Mrs Wilson or Mr Arneill on a case by case basis.

8. Twitter requires people using the service to be 13 years of age or older so we don't expect any of our pupils to be following the school account. However, we would obviously encourage our parents to follow us!

9. Tweets will be grammatically correct and will not contain text language.

10. For the purposes of posting on Twitter, the school Twitter account will be accessed from school devices only.

11. The school Twitter account will only tweet between the hours of 8.30am and 5.00pm, Monday to Friday. Tweets outside these times may be used to share urgent school news.

12. The school Twitter account will only follow educational accounts or accounts which are relevant to the life of the school. For example, we may follow other local schools or local partners such as The Ulster Museum.

13. The account will only be used to share positive messages and information about the school.

14. The SLT will review regularly our use of Twitter and may suspend or delete the account if we don't feel it is achieving the aims as detailed in this policy.

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