

Hill Top Academy



Twitter and Facebook Policy

Hill Top Academy

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Review Date : September 2019

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Twitter and Facebook Policy

This policy will highlight how we intend to use Twitter and Facebook safely and effectively to aid communication throughout the academy and outside of the academy community. It will highlight potential problems that may arise from our use of social media and how we aim to combat these issues, as well as naming the many benefits to its use.

This policy will run alongside our Social Media Policy which has been adopted from Exceed Learning Partnership Trust. This policy contains details on all areas of Social Media.

What is Facebook?

Facebook is a form of social media. Facebook is mainly used for communication by sharing posts, videos and pictures, however it can be used to promote events and share contact information.

Facebook pages for schools and academies are able to be liked and/or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers' news feed. The benefit of having followers is that the information that you broadcast is instantly distributed into their newsfeed.

What is Twitter?

Twitter is a form of social media. In contrast to other sites, Twitter is mainly used for communication. Users send out 'Tweets' which are limited to up to 280 characters and can reference other people, places or activities through the use of # (hashtags) and the @ symbol.

Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers' news feed. The benefit of having followers is that the information that you broadcast is instantly distributed into their newsfeed.

What are we using Twitter and Facebook for?

The primary use of our Twitter and Facebook accounts is to improve communication by adding another dimension to what we already do. Social media will be used principally to be followed by staff, parents and other professionals. Twitter will supplement the information that we give via newsletters, letters, text messages and the website. We may also use our Twitter account as a running feed for academy residential trips.

What information will be shared relating to pupils at the academy?

- Photographs/videos
- Work produced by pupils (not identified by name)

Names of pupils **must not** be used on the Hill Top Academy Twitter account.

Do parents/carers have to provide consent for information relating to their child to be published by Hill Top Academy?

- Pupil work will be published anonymously so will not require consent.

- The academy will use consent provided by separate Social Media Consent forms given to parents when their child joins the academy. Pupils that have already joined will receive an additional consent form to complete.

Who can follow Hill Top Academy?

At this moment in time, Hill Top Academy will not block any followers who request to follow the academy, unless there is a reason to deem them suspicious or unsuitable. The academy retains the right to block any followers who post content that is deemed to be inappropriate. (See below)

Who will @Hilltop_Academy follow on twitter?

In order to protect itself from inappropriate content being distributed into its news feed, @HilltopAcademy will only follow other schools, professionals/companies that we are associated with, and educational Twitter feeds. However, exceptions may be made where following an @ handle has obvious benefits to the academy. @HilltopAcademy sees itself as more of a distributor of information to those who follow it and not as a receiver of information.

Safety

The Hill Top Academy social media account administrator will actively block any followers that they know are under the age of 18. Any pupils from our academy who are found to be following the academy will be blocked.

Tweets and posts from the account will always portray our academy in a positive light. We welcome references, mentions or tweets that post the academy in a positive light only. Hill Top Academy deems the following as inappropriate:

- Offensive language or remarks aimed at the academy, its staff, parents, governors or others affiliated with the academy.
- Unsuitable images or content posted to our feeds.
- Unsuitable images or content being tagged to the academy account using hashtags or the @ symbol.
- Images or text that infringe on copyright.
- Comments that aim to undermine the academy, its staff, parents, governors or others affiliated with the academy.

Any inappropriate content will be deleted and its users will be blocked. They will also be reported to Twitter and/or Facebook. Incidents of a serious nature may be reported to the Police.

Hill Top Academy will not enter into private conversation with anyone on Twitter and Facebook.

Staff are able to upload photos and videos but only if they have been captured on academy equipment. Own phones, ipads etc are not deemed acceptable to hold images/videos of pupils.

Any staff personal accounts that follow Hill Top Academy must be set to private.

Academy Twitter Accounts

Hill Top Academy currently has 1 official account which is @Hill Top_Academy.

Hill Top Academy currently has one Facebook page that may be followed. However, Hill Top Academy currently has Two Facebook profiles. One strictly for admin and to create the page and one for teachers to be able to post to the Facebook page without having to use their personal pages and allows for admin to control the content posted to the Facebook pages as all posts have to be accepted by the admin before appearing on the page.

Who controls the content for Facebook?

The uploading of content for will be controlled by Miss P Stavish, ICT Co-ordinator, Mrs Macleod, the Principal, as well as Mrs H Rotherforth, the Office Manager.

They will be responsible for password protection, uploading of content and accepting posts written on the wall. Miss Stavish will monitor, administer and maintain the academy account.

The teachers of Hill Top Facebook profile will allow teachers to post on the pages wall with updates, news and photos from within the academy but these posts must be accepted by one of the controllers of the page (Miss P Stavish, Mrs Macleod or Mrs H Rotherforth) before appearing on the wall.

Any other accounts using the Hill Top Academy name are not affiliated with our academy; therefore anything posted on accounts other than Hill Top Academy is unofficial.

Staff will not have their own personal academy Twitter account.

Hill Top Academy accounts will not follow any parents, carers or pupils.

Staff

All staff will sign and adhere to a Twitter and Facebook acceptable use agreement.

Next Review

Should Twitter and/or Facebook change any of its rules and regulations that may affect us, we will review our policy against these.

