GIGGLESWICK
SCHOOL

Guidance for School-Linked Social Media Accounts

Lead Author(s)	Senior Deputy Head, Senior School
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1 GIGGLESWICK-LINKED SOCIAL MEDIA ACCOUNTS

Giggleswick School's ("the School") marketing department, boarding houses, academic, co-curricular, and support departments use social media accounts on Facebook, LinkedIn, Instagram and Twitter to maintain a consistent and regular flow of news to our school, current and prospective parents, and Old Giggleswickian communities.

Each Boarding House has its own Twitter handle as shown below:

@Shutehouse
@CarrHouseGigg
@CatteralHouse
@StyleHouseGigg
@PaleyHouse
@MorrisonHouseG
@NowellHouse

All accounts associated with school must remain politically impartial and not express views that could be considered controversial or partisan. They should support fundamental British values and the School's values. The Teaching Standards (https://www.gov.uk/government/publications/teachers-standards) and School's Code of Conduct must be adhered to at all times whilst using social media.

No social media platforms may be set up by any member of the whole school community which have a direct or indirect connection with the School, without the approval of the Headmaster.

Users should be conscious at all times of the need to keep their personal and professional/school lives separate. They should not put themselves in a position where there could be a conflict between the School and their personal interests. Users should not engage in activities involving social media which might bring the School into disrepute.

Users should not represent their personal views as those of the School on any social medium, or post in such a manner that might allow a member of the public to misunderstand their personal views as being those of the School, no matter the intention.

2 USE OF IMAGES/VIDEO

The School's Taking, Storing and Use of Images and Video of Children Policy, which is available on the School's website, details how and when we are able to use images of our pupils on school social media. The following principles must be adhered to when posting:

- Images/Video of pupils – these should show pupils in acceptable states of dress, participating in recognised academic, co-curricular or house/social activities. They are an opportunity to show off our house/school environments, achievements, activities and interactions.
- Before posting, staff should check for anything that would compromise the good reputation of the school. This could mean any offensive hand signals, or images/acts in the background of photographs (or poor language in the case of video clips).
- No images/video of a pupil's private space (bedroom) should be posted nor should images/video of spaces such as toilets and showers be posted on social media.
- Anything that might compromise the security or safety of pupils should not be posted, e.g. lists of codes, contact details on noticeboards in backgrounds, medical details, etc.

- Staff should always check with pupils that they are happy to have their photo taken (or in a video) that is then going to be posted on social media. From around the age of 12 and upwards, the law recognises pupils' own rights to have a say in how their personal information is used – including images.

Senior House Staff should check with the Marketing Team for any pupils in their house whose image we are not permitted to use.

3 IDENTIFYING PUPILS

Whenever posting and referring to pupils, full names should not be used. First names only.

Staff must not link any social media posts to current pupils' own social media accounts. This places them at risk of identification by members of the public and may also pose a risk to accounts over which we have no control of the content they contain.

4 TWITTER TERMINOLOGY EXPLAINED

Twitter terminology can be a little confusing. This is a breakdown of some of the most popular Twitter terminology.

Handle
A Twitter handle is the unique name that people use to find your Twitter profile. When people say their Twitter handle, they typically say "at" before their handle; this is written as "@[your handle]". Your Twitter handle is also used in the URL for your profile page, where you can find it after the "/" at the end of the Twitter URL.

Hashtag
Hashtags are one of the most important aspects of Twitter, especially if you're a brand trying to reach a larger audience. Each hashtag starts with "#" followed by a single word or combination of words. When a Twitter user clicks a hashtag, they can look at all the recent Tweets that have used that hashtag. Using hashtags in tweets can help you reach a larger audience, including people who don't follow you.

Houses could develop their own hashtag – perhaps the #forwalter for Morrison?

Like
When someone sees a post they like, they can express that by clicking the "Like" button. The "Like" button is a small, heart-shaped button that's found beneath every tweet. When a person likes a tweet, the number of likes is displayed next to the heart. People can look at what others have liked on Twitter, and those liked posts will even show up on the timelines of users who don't follow you from time to time.

Mention
When a person types "@" followed by your Twitter handle, you get a notification when the tweet is sent; this is known as mentioning someone. It's common for big brands to mention celebrities in their posts, whether they're working on an ad campaign together or simply trying to engage with another profile.

Keep in mind that mentions can be annoying if you overuse them. For the best results, you should try to use mentions somewhat sparingly.

Quote tweet
A quote tweet is like a quote from the old days of forums. When you quote a tweet, you're sharing the original tweet and adding your own thoughts to it. You might use a quote tweet

to voice an opinion or respond to your customers in public. When you quote a tweet, it's shown on your timeline as one of your tweets.

Retweet
If you simply want to share a tweet without adding any of your own thoughts, you can retweet it. The retweet button is the same as the quote tweet button; you'll be given the option between retweeting and quote tweeting once you click the button. If you choose to retweet a tweet, this button should turn green and you should be good to go.

Thread
A Twitter thread is a group of several related tweets. People use threads to have a slightly longer conversation about a topic, with some threads including more than a dozen tweets. If you have strong feelings about something or you want to share some valuable information, threads can help you provide a little more detail.

5 ENHANCING TWEETS

When tweeting from accounts, tweets can be 'enhanced' and connected to other accounts by including certain hashtags or handles.

Where possible, the @giggschool handle can be added to tweets to link them to the main school account. The hashtag #throwyourselfin will also link to many of our school tweets. Remember there are many school accounts which are active too that you can link into:

@giggsport
@giggoutdoors
@giggdining
@giggproperties
@gigglanguages
@giggccf
@giggarts

@hmgiggschool (SEH)
@casanjose (CASJ)
@aahgigg (ALW)

6 SEEKING ADVICE

Further guidance can be sought from the Marketing Department. Issues over pupil imagery, names, and the suitability of language and specific detail of posts should be discussed with the Deputy Head.