



Use of Twitter Policy (2018)

Aims of Using Twitter:

To quickly share and celebrate children's achievements, successes and school updates.

To update the wider school community of school news and developments

To demonstrate safe and responsible use of social media

To encourage the use of 21st Century technology

- The school Twitter account will be moderated from school devices (PCs) by a senior leader.
- School leaders, and staff authorised by the Headteacher, from time-to-time will tweet from personal devices.
- The school Twitter account will be a Public account. Senior leaders will monitor the followers and block any who appear to not be school focused.
- The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closure due to adverse weather).
- The school Twitter account will only follow educationally linked accounts. No personal accounts, unless they are educationally linked, will be followed (e.g. a children's author, the Children's Commissioner). The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- The school Twitter account will not reference or use children's names at anytime
- The school Twitter account will use Twitter to share positive messages about the school.
- The school Twitter account will abide with the school policy in relation to publishing photographs of children. The school Twitter account will not post photos of individual children but will show groups of children engaged in school activities. It will also post photos of work and learning. For example we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head. If the child's unidentifiable photo is used their initials may be used to make reference to the children. e.g. John Smith with be JS.
- Where personal devices are used to take photographs images must be deleted immediately upon uploading or, if not used, immediately at the time. Staff authorised by the Headteacher to take photos for the purposes of updating the school Twitter account or for sending tweets agree that the Headteacher may inspect these devices to ensure no images are retained at any time. Should the Headteacher exercise this safeguarding measure, discretion will be exercised regarding personal content not of the school business.
- The account may be used to share news and information during a school trip. The account will be run by a senior teacher on a 3G connected phone for the period of the trip. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- The school will change the Twitter account password on a termly basis.
- The security settings for the account are such that if a new device is used to log in to the account, a message is sent to the Headteacher who must then approve the access by supplying a passcode.
- Individually targeted content will not be posted e.g. "Well done Josh a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable.

Consideration should be given to whether Twitter is the most effective way to communicate important information.

- Use of the @twittername of others is to be avoided. For example “excited about @dextnott speaking to us”.
- The school is using Twitter as an adult led means of communication and should be aware that Twitter is not a suitable medium for use by Primary school age children. By endorsing twitter we may be encouraging children to use twitter so reinforce e-safety rules such as “Never tweet anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from twitter world without telling your parents.” etc. Twitter minimum age for registration or use is 13.
- Caution should be exercised at all times and reference should be made to the safeguarding policy and staff handbook for further guidance. Staff operating the school Twitter account should be mindful of the principles of professional practice and should exercise professional judgement at all times to ensure no situation can be misconstrued. If in doubt staff should seek advice from the Headteacher.
- Twitter’s own safety rules can be read on: https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166

ADOPTED BY GOVERNORS ON

11th September 2018

REVIEW

September 2019