



## Twitter Usage Policy

*March 2016*

## Aims of Using Twitter

- To share and celebrate children's achievements, successes and school updates quickly.
- To demonstrate safe and responsible use of social media.
- To encourage the use of 21<sup>st</sup> Century technology.
- To reduce the amount of paper used in communicating to parents.

## Usage

- The school Twitter accounts will be run from school devices by members of the teaching staff.
- The school Twitter accounts will be public accounts. Senior Leaders will monitor the followers and block any who appear not to be school focused.
- The school Twitter accounts will only tweet between the hours of 8.00 am and 6.00 pm Monday to Friday. The only tweets outside this time will be for school events (eg football matches, residential trips, performances), or to share urgent news (eg school closures due to adverse weather conditions).
- The school Twitter accounts will only follow educationally linked accounts. No personal accounts unless they are educationally linked, eg a children's author.
- The school Twitter accounts will not reply to 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- School Twitter accounts will not refer to children by name.
- The school Twitter accounts will be used to share positive messages about the school.
- Only children whose parents have signed the appropriate section regarding photograph permissions will be allowed to feature in Twitter pictures.
- The accounts may be used to share news and information on a school trip. Photos taken on a phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- The school will change the Twitter accounts' passwords termly.
- Individually targeted content will not be posted, eg 'Well done Josh on a great picture'.
- Use of the @twittername of others is to be avoided, eg excited about @twittername speaking to us.
- By endorsing Twitter school may be encouraging children to use Twitter so e-safety rules should be reinforced, ie
  - Nothing which could potentially be upsetting must be tweeted.
  - Ensure that you know how to report anything that upsets you.
  - Take care regarding who you talk to online as they may not be all that they appear to be.
  - Never meet up with anyone you have met online, etc.
- As a school we believe children under the age of 13 should not be on Twitter so any pupils' accounts will be blocked and parents informed.
- Twitter's own safety rules can be read at <https://support.twitter.com/articles/18311?lang=en#>