



Twitter Acceptable Usage Policy

Aims of Using Twitter

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

To demonstrate safe and responsible use of social media

To encourage the use of 21st Century technology

- The school Twitter account will be operated from school devices by nominated members of staff only.
- The school Twitter account will be a public account (December 2015). 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. closures 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. For example a children's author, or lead practitioner in their field.
- 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 avoid the use of individual pupil names wherever possible.
- The school Twitter account will use Twitter to share positive messages about the school.
- Staff must adhere to the list of pupils whose parents have prohibited the use of their images on school publicity. The school Twitter account will attempt to minimise the posting of photos of children's faces. It will 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.

- 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/4G 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.
- 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. Although always think about the most effective way to communicate important information.
- Use of the @twittername of individuals is to be avoided. Professional accounts of companies and outside agencies may be used following verbal confirmation with the party concerned.
- 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 anything you find that disturbs you; be careful who you talk to as they may not be all they appear; never meet anyone from twitter world without telling your parents." etc.
- Twitter's own safety rules can be read on: https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166