St Peter's Anglican/Methodist V.C

Primary School

Unlocking our potential for life - long learning

Twitter Policy

School Address	Bank Road Pilning South Gloucestershire BS35 4JG
School Contact Number	01454 631137

1. Introduction

This policy is to explain acceptable use of Twitter relating to the St Peter's Primary school twitter handle **@StPetersPilning** for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in St Peter's Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using this technology.

What is Twitter?

Twitter is used primarily as a method of communication made up of 280 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the follower's news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. **@StPetersPilning** will not enter into private discussions with others.

2. Purpose

@StPetersPrimary will be used to send a range of information to our school community. The aim is to run alongside other communication methods (paper & electronic newsletter, website, texts), and not to replace them. In order to protect itself from inappropriate content being distributed into its news feed, **@StPetersPilning** will not follow any other users.

Aims of Using Twitter

- To quickly share and celebrate children's and school achievements, successes and updates.
- To demonstrate safe and responsible use of social media
- To promote St Peter's as a forward thinking and progressive school through our use of 21st Century technology

The school Twitter account will become a public account (in previous years it has been private). The Head teacher and E-safety Leader will monitor the followers and block any who appear to not be school focused.

3. Principles

The policy aims to:

- Enable school staff to use social networking sites safely and securely;
- Ensure that staff are aware of the safeguarding of pupils through proper use of social networking sites;

4. Detail of the policy

For the purposes of this policy, Twitter is a 'micro-blogging' social media site. It allows users to post short messages that can also be accompanied by pictures. Users can 'follow' others in order to see messages that may be of interest to them.

This is a constantly changing area of social media and therefore the policy may need to be amended for the review date.

5. Roles & Responsibilities

The Head teacher, Teachers and School Secretary will be able to send 'tweets'. They alone will be responsible for password protection and uploading content. As the use of Twitter develops there may be scope for other members of staff to upload content subject to policy review.

School iPads will be used to send tweets.

When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our school computers to edit our writing by Class 4. When tweeting, uploaders are responsible for ensuring that the tweet does put safety or wellbeing at risk.

Code of Conduct

In addition to the IT Acceptable Use Policy, the E-Safety Policy and the Social Media Policy:
- Passwords must not be changed without the permission of the Head teacher.
- Tweets should only be sent from school registered iPads. In the case of school trips/sporting events permission is to be sought from the head teacher.
- The account will not be used to follow others.
- Tweets will not compromise personal or professional reputations or the reputation of the school.
- School will monitor followers in line with Twitter's terms of use policy.

Inappropriate content and how it will be dealt with

@StPetersPilning welcomes any comments, interactions or references that show the school in a positive light. Therefore, St Peter's Primary deems any of the following as inappropriate:
- Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school

- Unsuitable images or content posted into its feed
- Unsuitable images or content finding its way from another's account into the **@StPetersPilning** feed
- Images or text that infringe upon copyright
- Comments that may undermine the school, it's staff, parents, governors or others affiliated with the school

Any inappropriate content will be deleted and its users will be removed, blocked and possibly reported to Twitter (depending on the nature of the content). We also reserve the right to block users who are found to have been defamatory towards the school on other social networking sites e.g. Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

6. Reason for Re-Issue

This policy will be reviewed by the Teaching & Learning committee in line with the overall policy timetable which is every two years.

Date	Reason re-issued	
27.11.17	Updated	

7. Policy Agreed:

Chair of Governors …………………………………………….. Date: 27.11.17

Head Teacher……………………………………………………… Date: 27.11.17

Version 11/2017	**Date**
Taken to Staff	
Taken to FGB	
Adopted by Governing body	
Next Review Date	Nov 2019

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