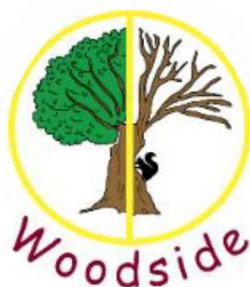


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WOODSIDE CE (VC) PRIMARY SCHOOL

# USE OF TWITTER POLICY

School expectations and guidance for staff,  
parents, and governors

<b>Date Ratified:</b>	March 22
<b>Date Due for Review:</b>	March 25
<b>Signed Head Teacher:</b>	
<b>Signed Chair of LAB (where appropriate):</b>	

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### **Rationale**

If Woodside Primary is not looking after its social media – someone else will!

In this technology rich world our pupils, parents, and the wider community we live in are using social media more and more as part of daily life. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it is important that staff at Woodside Primary School embrace Twitter. This will not only keep staff up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education.

This policy will explain acceptable use of Twitter relating to:

**Woodside CofE Primary School twitter account: @woodsidecofe**

### **Aims**

The aim of this policy is to explain acceptable use of Twitter relating to Woodside school Twitter account (@woodsidecofe) for staff, pupils, parents, and governors.

The policy will (therefore) aim to explain the purpose of Twitter in Woodside Primary School and the benefits that will arise from its proper use, whilst dealing with any potential pitfalls from using social media.

Woodside Primary School Twitter account will be used and followed principally by staff, parents, and other professionals to advertise the excellent work by staff, pupils, parents, and governors and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending letters home, the website and text service. Twitter will not be used to replace these current systems. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

### **What is Twitter?**

Twitter is a social media tool that currently has an age restriction of 13 years and above for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts.

### **Why will Woodside Primary School and staff be using Twitter?**

1. To share and show case the wonderful things happening at Woodside Primary School
2. For staff to enrich their own practice by keeping up to date with new educational practices, creative ideas and new initiatives

### **Twitter etiquette**

Any Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets like #edchat, #PrimaryRocks, that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

### **Who can follow Woodside Primary School?**

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Our account is a closed private account where staff, parents, governors and invited members of the community can request to follow us. The Headteacher is responsible for approval of requests. The Headteacher will be entirely responsible for access and use of our school twitter account. Parents will be encouraged to follow the official school account to receive the information the school is posting onto Twitter.

### **Twitter control and usage**

The uploading of content will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content. The Woodside account will only tweet between the hours of 7am and 8pm between Monday and Friday. The only time tweets outside of this time will be for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather). No private messages will be sent using this Twitter account. Any contact to followers should be made using other methods.

### **Twitter followers**

At present, the Woodside Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow the Woodside Twitter account may do so if their twitter account is a professional account with their school's name and is secure and private. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

To protect ourselves from inappropriate content being distributed into our news feeds, the Woodside account will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the user. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

### **Inappropriate content and referencing**

Woodside Primary School welcomes any referencing, mentions, or interactions that promote the school in a positive light only. Therefore, Woodside Primary School 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
- Content posted into its feed that is untruthful, opinion or gossip/slander based
- Images or text that infringe upon copyright
- Comments that aim to undermine the school or bring the school into disrepute or any of its staff, parents, governors, or others affiliated with the school

Any inappropriate content will be deleted, and its users will be removed, blocked, and, depending on the nature of the comment, reported to Twitter. Furthermore, incidents of a more serious nature may be reported to the police.

### **Tweets and images - Safeguarding**

Love **R**espect **H**ope **F**orgiveness **C**hallenging **I**njustice

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The Woodside Primary school Twitter account will not post photos of children without prior permission from their parent/carer. Consent will always be sought from parents/carers each year annually. 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.

Twitter's own safety rules can be read on:

<https://support.twitter.com/groups/56-policies-violations>.

This policy should be read in conjunction with the following policies: E-Safety Policy, Safeguarding policy, ICT Acceptable User Policy, Home/School Agreement and Staff Code of Conduct