



# Summerville Primary School

## School Twitter Policy

Date	February 2016
Review Date	February 2017
Chair of Governors	Michelle Duval
Signature	
Head Teacher	Joanne Jordan
Signature	

### Twitter Policy outline

The aim of this policy is to explain acceptable use of Twitter relating to Summerville Primary school Twitter account @SummervillePri for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

### Aims of Using Twitter

The Summerville Twitter account will be used and followed principally by staff, parents and other professionals in order 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 home letters, 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.

### Twitter control and usage

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff (I.T co-ordinator, class teachers and sports coach). They alone will be responsible for password protection and uploading of

content. 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 Summerville 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 Summerville Primary Twitter account may do so as long as their twitter account is secure and private. Any professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

In order to protect ourselves from inappropriate content being distributed into our news feeds, the Summerville 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**

Summerville welcomes any referencing, mentions, or an interaction that posts the school in a positive light only. Therefore, Summerville 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 or content posted into its feed
- Images or text that infringe upon copyright
- Comments that aim to undermine the school, 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 appropriate authority.

### **Tweets and images**

The Twitter account will only use children's first names when referencing children. The Summerville Primary School Twitter account will not post photos of children's faces without the permission of parents/carers. It will post photos of work and learning. If the child's unidentifiable photo is used their initials may be used to make reference to the children. E.g. John Smith will be JS.

Twitter's own safety rules can be read on: <https://support.twitter.com/groups/56-policies-violations>