**John Keble Church of England Primary School**



Social Media Policy - Twitter

|  |  |
| --- | --- |
| Chair of Governors | Tim Johnson |
| Head teacher | Catherine Allard |
| Date | January 2021 |
| Review date | January 2025 |

**Rational**

In this technology rich world our pupils, parents and the wider community live in, social media is becoming more and more part of daily life. It is integral to many businesses and the same can be said for schools. When a school has an important update that needs to be shared quickly and effectively, a social media platform, such as Twitter, can provide that service. Agencies like Ofsted or The Department for Education release updates and new guidance on social media days before it appears elsewhere, so Twitter is a useful tool. At John Keble Church of England Primary School, we will now have a school Twitter account.

**Aim of the policy:**

The aim of this policy is to explain acceptable use of Twitter relating to John Keble Church of England Primary School’s Twitter account (@\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_l) for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter in John Keble and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media. John Keble Church of England Primary School’s School 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. It will also be used 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 school website and Ping. 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 is available for those aged 13 and above. Twitter is used to communicate thoughts and ideas within 280 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 and all tweets are public if the settings are not put to private. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

**Why will we be using Twitter?**

* To quickly share and celebrate children’s achievements and successes.
* To provide important school updates and news.
* To demonstrate safe and responsible use of social media.
* To showcase the wonderful work that goes on within our school community.

**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 John Keble 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 sent are 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 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 tweets like #edchat #PrimaryRocks. This enables tweets to be added to a collection of other related tweets that are generally viewed by more people.

**Safeguarding pupils**

In order to safeguard the pupils at John Keble Church of England Primary School, no names of pupils will be used alongside any pictures of pupils. We at John Keble seek photographic consent of all the pupils. Tweets sent by John Keble Church of England Primary School will adhere to this list. If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

**Who can follow John Keble Church of England Primary School?**

At present, the John Keble Church of England Primary School 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 John Keble Church of England Primary School Twitter account may do so as long as their twitter account is secure and private. **Under no circumstances should staff members follow parents or students.** Should pupils request to follow a staff account, the staff member is to block the pupil and inform a member of the SLT at their earliest convenience.

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 John Keble Church of England Primary School 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.

**What is inappropriate content and referencing and how will it be dealt with?**

John Keble welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, John Keble Church of England 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.
* Unsuitable images or content finding its way from another’s account into John Keble’s School 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 police.

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:

* Online safety Police
* Acceptable Use policy