St. Mary's Twitter Policy

Date: **November 2020**

Review Date: **Autumn 2021**

Responsibility: Headteachers and Computing Lead

Compiled by the Headteachers

Agreed by Governors:

1.0 Rationale
The rationale of this policy is to explain acceptable use of Twitter relating to St Mary's Twitter account: @stmaryseltham. This policy relates to staff, children, parents and governors. The policy will explain the purpose of Twitter in St Mary's Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

2.0 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 / something ensures that all of their activity and comments appear in the followers 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. @stmaryseltham will not enter into private discussions with others. @stmaryseltham will be a public account searchable through the Twitter website.

3.0 What is the primary purpose of @stmaryseltham?
@stmaryseltham will be used to showcase work and achievements of children at St Mary's Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology. @stmaryseltham will not be used as a tool to support parental communication such as snow days, training day closures etc.

4.0 Who controls content for @stmaryseltham?
The uploading of content for @stmaryseltham will be undertaken by the senior management team (SMT) and teachers at St Mary's Primary School. These tweets will be overseen by the headteachers and the computing lead. Teachers will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents.

5.0 **Hardware**
All tweets will be made from a St Mary's approved device e.g. school Ipad.

6.0 **Naming of People**
When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class G.

7.0 Photograph Consent

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). At the start of every academic year staff will be given a list of children who are not to have their photographs published on the Internet (including Twitter). Additionally a list will be placed in the staffroom for reference by all staff members. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Twitter).

8.0 Who can follow @stmaryseltham

When @stmaryseltham receives a follower, the school will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors:
- The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the SIMS database; is a member of the St Mary's teaching staff; Is a school governor; is a known and proper person to the SLT;
- The quality of the biography of each individual as read in the bio section of their Twitter account;
- The images on view in the potential followers Twitter account.

9.0 Who will @stmaryseltham follow?

In order to protect itself from inappropriate content being distributed into its news feed, @stmaryseltham will not actively seek to follow any other users. This is to ensure that the tweets displayed on @stmaryseltham account relate directly to education and the achievements of children at St Mary's Primary School .

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

@stmaryseltham welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, St Mary's 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 the @stmaryseltham 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.

11.0 Retweeting

From time to time @stmaryseltham will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by members of the SLT.

12.0 This policy was created by Mr Sims and Miss Phipps.