

St Joseph's Catholic Primary School

Twitter Policy



Written January 2015





Aims of Using Twitter:

To update and inform parents of school information and events

To encourage the use of 21st Century technology

To share and celebrate children's achievements, successes and learning

To demonstrate safe and responsible use of social media

To run alongside the school website in order to market and promote the online identity of the school

- The school Twitter account will be ran by a member of the Senior Leadership Team.
- The Twitter account administrator will change the account password on a regular basis.
- The school Twitter account will be a public account. The account administrator will monitor the followers and block any inappropriate followers.
- The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets are sent outside of this time are for school events (e.g. sports fixtures, residential trips) or to share urgent school news (e.g. school will be closed tomorrow).
- The school Twitter account will use Twitter to share positive messages about the school, and promote its identity
- The school Twitter account will not reply to any 'replies' on Twitter. The account will not be used as a platform to discuss or debate school related issues. This will be made clear to parents via a letter prior to the account launching.
- The school Twitter account will not use any children's names
- The school Twitter account will not post photos of children's faces. It may 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.
- Content specific to an individual child will not be posted e.g. "John has been much better behaved today, well done". Tweets may mention a year group or class e.g. "Year 4 produced some fantastic art work today"
- The school Twitter account will only follow educationally linked accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
- The account may be used to share news and updates during a school trip. However no information will be published which could pose a protection threat e.g. where children will be at a specific time
- The account is aimed primarily at parents as Twitter account holders are restricted to age 13 and above. However, as well as sharing organisation information, the account will be used to celebrate children's achievements. Therefore parents may wish to allow their children supervised access to their accounts and show tweets and pictures. The school will deliver e-safety lessons to remind children about staying safe and protected online.
- Twitter's own safety advice can be read on: <https://support.twitter.com/groups/57-safety-security#>