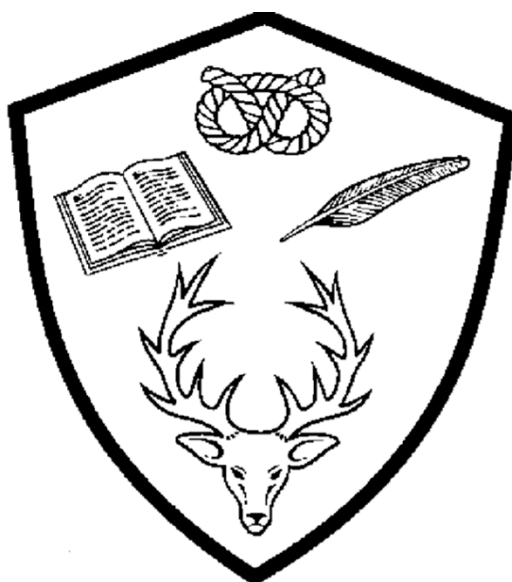


# Chase Terrace Primary School

## Twitter Policy



Together we Learn  
Together we Aspire  
Together we Succeed

## **Chase Terrace Primary School Twitter Policy**

### **Aims**

The aim of this policy is to explain acceptable use of Twitter relating to Chase Terrace Primary School's Twitter account (@chase\_terrace) for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Chase Terrace Primary School and the benefits that will arise from its proper use, and deal with any potential pitfalls from using social media. Our school's 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 and after school (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather). 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. They will be responsible for password protection and uploading of content. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Currently, all tweets will be made from a staff member's laptop remotely. It is agreed that photographs will be taken on a school iPad and then sent via school email (office 365). Once the image has been tweeted, the photographs will be deleted from the iPad and email accounts. If any changes are made to this procedure, this policy will be updated. 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 @chase\_terrace Twitter account is set so that the public can see our Tweets and pictures.

Staff wishing to follow the @chase\_terrace account may do so if their Twitter account 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. In order to protect ourselves from inappropriate content being distributed into our news feeds, the @chase\_terrace 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). 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**

Chase Terrace Primary School welcomes any referencing, mentions, or interactions that present the school in a positive light only (please note that photo tagging is switched to off). Therefore, the school deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its pupils, 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 pupils, 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**

The @chase\_terrace account will not post photos of children without prior permission from their parent/carer. Full GDPR (General Data Protection Regulations) apply and parents can withdraw permission at any time. It will post photos of children taking part in activities at school or outside school if a parent sends in a photograph. 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 4. Any Tweets from @chase\_terrace will be grammatically correct and will not contain text language like lol, gr8 or l8r. If a tweet does contain grammatical errors, it will be removed and the teacher who posted the tweet will be informed. The @chase\_terrace account does not have its location setting switched on nor does it allow photo tagging.

If hashtags are used to group tweets with similar hashtags, hashtags will always start with the following structure: #CT (for example #CT6M).

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: Safeguarding Policy, Computing Policy and Online Safety Policy.

Review Date: April 2021