

Highfield Community Primary School

Twitter Policy



Autumn 2015

Overview

Using social media is a key element of our communication with parents. The use of the school Twitter Account, @HighfieldBlacon, is outlined below in order to explain clearly the benefits that arise from the responsible use of social media and also how we ensure that we mitigate potential risks and uphold our safeguarding and online safety policy and procedures.

Aims

Highfield Community Primary 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 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 content will be monitored by the Headteacher. They alone will be responsible for password protection and following of other users. Tweets are permitted both within and outside of school hours and will only be used to retweet or quote information deemed appropriate (e.g. community/national events of interest to our school community) or to publicise school events. Private messages will only be sent to organise visits, visitors and anything educational related.

Twitter followers

At present, Highfield School's 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 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. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

The account will only follow Twitter users directly linked to education and these are to be made only by the Headteacher. In order to protect ourselves from inappropriate content being distributed into our news feeds, the 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 Headteacher. 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

Highfield School welcomes any referencing, mentions, or interactions that place the school in a positive light. Inappropriate content or referencing will not be tolerated, for example:

- 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 from our account.

The Highfield Primary Twitter account will not post photos of children whose parents have not given consent and will not use children's full names when presented with an image. In most instances, children will not be identified by name.

Tweets must be grammatically correct and be of a positive nature. Personal opinions and derogatory comments will not be posted under any circumstances.

Concerns regarding tweets to and from our account must be brought to the attention of the Headteacher immediately.

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

Related Policies: *Online Safety Policy, Acceptable Use Policy.*

