



# FLORENCE MELLY COMMUNITY PRIMARY SCHOOL



## Twitter (Social Media) Acceptable Use Policy

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# **Twitter (Social Media) Acceptable Use Policy**

**January 2016**

## **1. Introduction**

At Florence Melly Community Primary School, we recognise that access to school Twitter accounts (and future emerging social media networks) gives pupils and staff greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping pupils develop 21st-Century technology and communication skills. This Twitter Acceptable Use Policy outlines the guidelines and behaviours that users are expected to follow when interacting with any school Twitter accounts.

## **2. Aims of using Twitter**

- (1) To quickly share and celebrate children's achievements, successes and school updates.
- (2) To demonstrate safe and responsible use of social media.
- (3) To encourage the use of 21st Century technology.

## **3. What is Twitter?**

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets are an answer to the generic question "What are you doing?" Tweets tend to reference people, places, and/or activities and broadcast information to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody/thing 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.

## **4. What is the primary purpose of the Florence Melly Community Primary School Twitter feeds?**

The school Twitter page will be used principally to advertise the excellent work by staff, children, parents and governors. 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, and not to replace it.

## **5. Acceptable Usage**

- (1) The school Twitter account will be accessed from school devices only, using a specific school allocated email account. No personal Twitter accounts can be added to the school issued devices.
- (2) The school Twitter account will be public accounts (January 2016). Senior Leaders will monitor the followers and block any who appear to not be school focused. If staff have any concerns about followers or activity, they are to report it to the SLT.
- (3) The school Twitter account will only tweet between the hours of 8am and 6pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closers due to adverse weather). If staff wish to tweet outside these hours, a member of the SLT must be informed beforehand.
- (4) The school Twitter account will only follow educational accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
- (5) The school Twitter account will not use children's names.
- (6) The school Twitter account will use Twitter to share positive messages about the school.

- (7) The school Twitter account will not post photos of children whose parents/carers have not provided consent.
- (8) The accounts may be used to share news and information during a school trip. The accounts will be run by a senior teacher on a 3G/4G connected iPad for the period of the trip.
- (9) Educational accounts and linked school accounts can be retweeted. By retweeting, the school broadens its audience base and allows the tweet to be shared to more followers.
- (10) Staff are advised to change their Twitter account password on a termly basis.
- (11) The use of the @twittername handles of others is to be used with caution. For example "excited about @someone visiting our school". It is not acceptable to reply to any 'replies' or initiated conversations with parents This is not the platform to discuss or debate school related issues. You should use your professional judgement to determine whether the use of a @twittername is appropriate. If you have any concerns, please see a member of the SLT.
- (12) By advertising our Twitter account we may be encouraging children to use Twitter so staff are advised to reinforce Online Safety rules in-line with our Online Safety Policy.
- (13) 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.
- (14) Each staff member will tweet about school activities at least once a day.

Twitter's own safety rules can be found on their website, please visit:

<https://help.twitter.com/en/rules-and-policies/twitter-rules>

To report violations, please visit:

<https://help.twitter.com/en/rules-and-policies/twitter-report-violation>

To report abusive behaviour, please visit:

<https://help.twitter.com/en/safety-and-security/report-abusive-behavior>