



UNSWORTH PRIMARY SCHOOL

Policy for Twitter Usage



“Together we build understanding”

Aims of Using Twitter:

- To share and celebrate children’s achievements, successes and school updates.
- To demonstrate safe and responsible use of social media
- To encourage the use of 21st Century technology
- To signpost information to parents

- The school Twitter account will be run from school devices by a teacher, member of the leadership team or admin staff.
- The school Twitter account will be a Public account (March 2015). Senior leaders will monitor the followers and block any who appear to not be school focused.
- The school Twitter account will only tweet content related to teaching and learning, trips, residential visits or urgent school information.
- 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 school Twitter account will not reply to general or sensitive ‘replies’ on Twitter. This is not the platform to discuss or debate school related issues.
- The school Twitter account will only use children’s first names or initials when referencing children and will not put names or initials with pictures.
- The school Twitter account will use Twitter to share positive messages about the school.
- The school Twitter account will not post direct photos of children’s faces without permission. It will 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. *If the child’s unidentifiable photo is used their initials may be used to make reference to the children. E.g. John Smith with be JS.*
- The account may be used to share news and information during a school trip. The account will be run by a teacher on a 4G/3G connected phone or school iPad for the period of the trip. Photos taken on a phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- The school will change the Twitter account password on a monthly basis.
- *Individually targeted content* will not be posted e.g. “Well done Josh a better lesson today”. Tweets to a year group or class along the lines of “don’t forget the...” are acceptable. Although always think about the most effective way to communicate important information.
- By endorsing twitter we may be encouraging children to use twitter so reinforce e-safety rules such as “Never tweet anything that would be potentially upsetting; make sure you know how to report to anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from twitter world without telling your parents.” Etc.
- Twitter’s own safety rules can be read on: https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166

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