



Unsworth
Primary School

Together we build understanding

Twitter Policy

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Part of the

Oak 
Learning Partnership

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

