

Twitter Policy



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1.0	New doc for control of CC twitter	6.9.17	-	GC (??)

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Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the Christ Church CofE Primary School twitter feed @ccpsclifton for staff, parents and governors. The policy will therefore aim to explain the purpose of Twitter at Christ Church CofE Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

Aims of Using Twitter

- To quickly share and celebrate children's and school achievements, successes and updates.
- To demonstrate safe and responsible use of social media
- To promote Christ Church as a forward-thinking and progressive school through our responsible use of social media.

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 question "What are you doing?" Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond; this can be broadcast as a comment, a photo, a video or a live feed.

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. Christ Church CofE Primary School **will not** enter into private discussions with others.

What is the primary purpose of the Christ Church CofE Primary School Twitter Page?

The school Twitter page will be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors.

Similarly, it will also contain information detailing special events in school, the local community of Clifton and the wider city. The aim of this is to run alongside more traditional methods like sending home letters, and not to replace it.

Who controls content for Christ Church CofE Primary School?

The uploading of content for the twitter page will be controlled by the Deputy Headteacher (GC) and Computing Lead (CE).

Who can follow Christ Church CofE Primary School?

Christ Church CofE Primary School will encourage teaching staff (at Christ Church and other schools), Governors and parents (of Christ Church CofE children) to be followers. Due to the fact that Twitter do not aim their services to people under 13 years of age we will direct any followers who we believe to be under this age to the Twitter 'Policy Towards Children' (which stresses the importance to children of keeping personal information private). At Christ Church CofE Primary School we are fully committed to the safety of all children.

The school Twitter account will be a Public account (September 2017). The Deputy Head Teacher and Computing Lead will monitor the followers and **immediately** block any who appear to not be school focused.

Who will Christ Church CofE Primary School follow?

In order to protect itself from inappropriate content being distributed into its news feed, Christ Church CofE Primary School will only follow other users who have obvious benefits to the school (e.g. other educational establishments or organisations who work with children, local media). These will be decided on a case-by-case basis at the discretion of the Deputy Head Teacher and/or Computing Lead.

Christ Church CofE Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

What is inappropriate content and referencing and how will it be dealt with?

Christ Church CofE Primary School welcomes any referencing, mentions, or interactions that share the success of the school community. Therefore, Christ Church CofE Primary School deems any of the following as inappropriate:

- 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;
- Unsuitable images or content finding its way from another's account into the school Twitter 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.

Further information can be found at the Twitter 'Help Center' on: <https://support.twitter.com/>

Next Review:

This policy will be subject to an earlier revision should Christ Church CofE Primary School decide to allow children to use Twitter in school. At the moment, Twitter, unlike Facebook, has no age restriction and so its use is determined by the individual.