

*Excellence Together, Learning Through Faith.*



# St Mary's C of E (VA) Primary School

To be a caring, inclusive, Christian environment, nurturing a life-long love of learning where we can work together to learn, to grow, to serve. We are proud to support the whole community and by collaborating will enable all children and adults within it to live fully whilst 'shining brighter and brighter' Proverbs 4:18.

St Mary's is an inclusive school where we believe that all people are of equal value, irrespective of their ethnicity, culture, religion, gender, ability or sexual identity. We recognise and respect their differences.

## Twitter Usage Policy

This policy is GDPR compliant.

Date of issue: May 2020

Last reviewed/adopted: May 2020 (Full Governing Board)

Next review date: Summer 2022

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## Introduction

In this technology rich world, our pupils, parents and the wider community, social media is becoming more and more part of daily life. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it's important that staff at St Mary's Primary School embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of Twitter relating to St Mary's Primary School twitter account. The policy will explain the purpose of Twitter in St Mary's Primary School and the benefits that will arise from its proper use.

This policy should be read in conjunction with the school's Online Safety Policy and Social Media Policy.

## What is Twitter

Twitter is a social media tool that currently has no age restrictions for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

## Why will St Mary's Primary School and staff be using Twitter?

1. To share and showcase the excellent work by staff, children, parents and governors at St Mary's Primary School.
2. To quickly share and celebrate children's achievements, successes and school updates.
3. To demonstrate safe and responsible use of social media. It may 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.

Twitter will not be used to engage with individual parents directly, however, important announcements and notices could be sent as part of general communication to parents.

## St Mary's Primary School account

Only the Senior Leadership Team (SLT) and school office staff will have access to the official school twitter account. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated.

## Twitter etiquette

Any Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags can be added to the end of your tweets like #edchat #PrimaryRocks that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

### Safeguarding pupils

In order to safeguard the pupils at St Mary's Primary School no names of pupils will be used alongside any pictures of pupils. St Mary's Primary School seeks photographic consent of all the pupils. Tweets sent by St Mary's Primary School will adhere to this list. If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

### Who can follow St Mary's Primary School?

Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the SLT to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.

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

St Mary's Primary School welcomes referencing, interaction or mentions.

St Mary's 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;
- Comments that aim to undermine 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 St Mary's Primary School feed;
- Images or text that infringe upon copyright.

Any inappropriate content will be reported to Twitter and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.