



Tweet as you would want to be tweeted

St Paul's CE Primary School Twitter Policy

Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to the St Paul's CE Primary School handle [@paul_primary](#) for staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter at St Paul's CE Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using a 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 St Paul's CE Primary as a forward thinking and progressive school through our use of 21st Century technology

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.

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 do not want conversations to appear. St Paul's CE Primary School will not enter into private discussions with others.

What is the primary purpose of the St Paul's CE 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 aim of this is to run alongside more traditional methods, such as sending home letters, and not to replace it.

Who controls content for St Paul's CE Primary School?

The uploading of content for the Twitter pages will be controlled by and is the sole responsibility of the account holder. The account holder must ensure that all followers are linked with the school and the tweets they share are **appropriate (see inappropriate content)**.

Who can follow St Paul's CE Primary School?

St Paul's CE Primary School will encourage teaching staff (at St Paul's and other CDAT schools), Governors and parents (of St Paul's 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 St Paul's Primary School, we are fully committed to the safety of all children and the Head teacher and EYFS lead are the Designated People for Child Protection.

The school Twitter account will be a Public account. The Head teacher and E-safety Leader will monitor the followers and block any who appear to not be school focused.



Who will St Paul's CE Primary School follow?

In order to protect itself from inappropriate content being distributed into its news feed, St Paul's CE 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 Head teacher and E-safety leader.

St Paul's CE Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information.

What will St Paul's CE tweet?

The school twitter account will be used principally to share and celebrate the successes of the children and school with staff, parents, governors other professionals and the wider community. The account will also be used to share information detailing special events in school. Other methods of communication such as letters, the school app and school website will continue to be used. Short videos and photographs of children maybe shared, subject to consent given through the school's consent form. Photographs of children's work maybe shared also. Children's names will not be attached to tweets but year groups or classes maybe. We will tweet between the hours of 8am and 6pm Monday to Friday. We will only tweet outside these times for school events/trips or to share urgent news.

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

St Paul's CE Primary School welcomes any referencing, mentions, or interactions that share the success of the school community. Therefore, St Paul's CE 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 or debate school related issues.

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/>

Date ratified by LAMBS Committee: Spring Term 2019

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