



Jesse Gray Primary School - Twitter Policy

Rationale

The aim of this policy is to explain acceptable use of Twitter relating to Jesse Gray Primary school Twitter account (@JesseGraySchool) for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Jesse Gray 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

Jesse Gray Primary School Twitter accounts will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, the website and text service. Twitter will not be used to replace these current systems. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

Twitter control and usage

The uploading of content to the WHOLE SCHOOL account will be controlled by members of the Senior Leadership Team and James Smith (PE Coach) for sporting tweets. They alone will be responsible for password protection and uploading of content. The account may be used to share news and information during a school trip. In this instance, the account will be run by a senior teacher on a 4G connected phone for the period of the trip. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared as well as the password being deleted from the phone.

Class Twitter accounts will be run by class teachers using their school iPad or laptop. The Twitter usage will follow guidance provided by the Computing Lead (e.g. use of hashtags etc) and be in line with this policy. All accounts will be password protected.

Twitter followers

At present, the Jesse Gray Primary Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/ or others. Staff wishing to follow the Jesse Gray Primary Twitter account may do so as long as their Twitter account is secure and private. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers. In order to protect ourselves from inappropriate content being distributed into our news feeds, the Jesse Gray Primary account will not actively seek to follow other users. However, exceptions may be made where following a @ handle has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the user. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

Inappropriate content and referencing

Jesse Gray Primary School welcomes any referencing, mentions, or interactions that post the school in a positive light only. Therefore, Jesse Gray 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.
- 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. The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issue

Using images in Tweets

All Jesse Gray Twitter accounts eg sport, class, school and Headteacher accounts **will only use children's first names or initials when referencing children** (never first names and surnames together)

Photographs used in **class twitter** accounts will use **initials only** to protect the children's identity [because it is clear which class the children are in, and therefore, they are more easily identifiable].

Thus,



- ✓ L&M in the playground
- ✓ LW/MH in the playground
- ✓ Y5 in the playground
- X - Lily and Megan in Y5 in the playground
- X - Lily Walker and Megan Heaps in the playground

The Jesse Gray Primary Twitter accounts may use photographs of children learning or taking part in events such as visits etc. It will also post photos of work and learning.

Permission will be sought by parents as part of the GDPR form on school entry.

All children WITHOUT image use permission will be avoided in pictures, but if they appear - will be pixelated or emoji'd out of photo.

Twitter's own safety rules can be read on: <https://support.twitter.com/groups/56-policiesviolations>

This policy should be read in conjunction with the following policies:

- E-Safety and Acceptable Use of ICT Policy
- Behaviour Policy

Initial adaption - Lucy Viggars,

January 2019 review by SL/LV

Date: Jan 2019 Review Date: April 2021