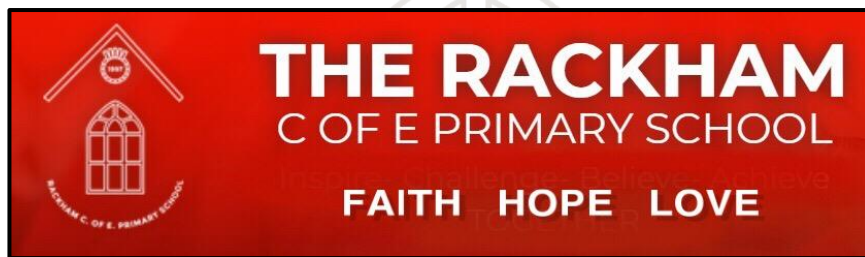


Rackham (CE) Primary School



Twitter Use Policy

Policy Number: SCH 026

Date: March 2019

The rationale of this policy is to explain acceptable use of Twitter relating to the Rackham (CE) Primary School account @RackhamPrimary and associated class accounts for staff. The policy will therefore aim to explain the purpose of Twitter at Rackham Primary School, the benefits that will arise from its correct use and also how potential problems will be addressed.

In this technology rich world our pupils, parents and the wider community live in, 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 our 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.

Aims of Using Twitter:

- To quickly share school updates with parents and the wider community
- To quickly share and celebrate children's and school achievements, successes and updates
- To demonstrate safe and responsible use of social media
- To promote Rackham Primary School as a forward thinking and ever- changing school through our use of 21st Century technology

What is the primary purpose of our Rackham Primary Twitter page?

The school Twitter page 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 primary use of the main school account @RackhamPrimary will be to share information detailing special events in school. The aim of this is to run alongside more traditional methods e.g. sending home letters, and not to replace it. Some classes will have their own account which they will use to share examples of outstanding work, celebrations, achievements, education visits/residential, personal class reminders etc.

What will @RackhamPrimary tweet?

The school Twitter account will share general school and class messages, information and news. It will also be used to share examples of children's work and photographic evidence of the children's activities and achievements. The school Twitter account will 'retweet' posts made by individual class accounts, which will be displayed on the homepage of the school website. The school Twitter account will only tweet between the hours of 7am and 7pm between Monday and Friday. The only time tweets outside of this time are for school events (e.g. football matches, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather). The account may be used to share news and information during a school trip. The account will be run by a senior teacher on a internet 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.

The Rackham account will not post photos of children without prior permission from their parent/carer. 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.

Individually targeted content will not be posted. Tweets to a year group or class along the lines of "don't forget the..." may take place. The school will always think about the most effective way to communicate important information.

Who will Rackham (CE) Primary School follow?

Rackham (CE) Primary School sees itself more as a distributor of information to those who follow it and not as a receiver of information. In order to protect itself from inappropriate content being distributed into its news feed, Rackham (CE) Primary School will only follow other users who have clear 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. Individual class accounts will follow the same rules and teachers will ensure they do not use their class accounts for personal use in any shape or form.

Who can follow Rackham (CE) Primary School?

At Rackham (CE) Primary School we are fully committed to the safeguarding of all our children. Rackham (CE) Primary School will encourage teaching staff, Governors and parents (of pupils) to be followers. Staff will only follow @RackhamPrimary using their class accounts; personal twitter accounts of staff will be prevented from following @RackhamPrimary. Individual class accounts will follow the same rules.

Who controls content and is accountable for Rackham (CE) Primary School's Twitter pages?

The uploading of content for the Twitter pages will be controlled by and is the sole responsibility of the account holder. @RackhamPrimary account holder is the headteacher. Individual class accounts are the class teachers. The account holder must ensure that the tweets they share are appropriate (see inappropriate content below).

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

Rackham (CE) Primary School welcomes any referencing, mentions or interactions that share the success of the school community. Therefore, Rackham (CE) Primary School deems any of the following as inappropriate:

- No surnames of children will be shared – first names only
- Photos of children will not be shared without parental consent
- 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.

This policy will be reviewed and agreed in line with Government guidelines by the Governing Body.

Approved and signed by:

Headteacher

Signed:

Date:

Chair of Governing body

Signed:

Date: