



# *St Mary's Catholic Primary School*

*'Growing, loving and learning in the arms of Mary'*

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## **Twitter Policy outline.**

The aim of this policy is to explain acceptable use of Twitter relating to St Mary's Catholic Primary School Twitter account **@StMarysSchoolRC** for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

## **Data Protection Act 1998.**

St Mary's acknowledges parental receipt of this policy as consent to use children's photographs and videos on social media and will be used for the duration of your child's time at St Mary's, unless a separate declaration to opt out has been received by the school office.

## **Aims of Using Twitter.**

Digital Learning is an integral part of your child's education and we regularly use digital media to video or photograph the children's learning experiences. These images may be used in our school's prospectus and other printed material, on our website, as well as on social media sites such as YouTube, Twitter and blogs. 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.

## **Twitter control and usage.**

Images will only ever be referenced with a first name and will be used in conjunction with our E-Safety policy. The account will be used by staff, in order to celebrate the success and achievements of the children. It will also contain information detailing special events in school.

Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

The uploading of content will be controlled by members of the Senior Leadership Team and a selection of approved staff computing leader, class teachers and teaching assistants). They alone will be responsible for password protection and uploading of content. No private messages will be sent using this Twitter account. Any contact to followers should be made using other methods.

## **Twitter followers.**

At present, the Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and / or others. Any 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 St Mary's account will not actively seek to follow other users. However, exceptions may be made where following an @ 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.

Our school may be visited by the media who will take photographs or film footage of events. Pupils will often appear in these images, which may appear in local or national newspapers, or in televised news programmes or on social media sites.

## **Inappropriate content and referencing.**

St Mary's welcomes any referencing, mentions, or an interaction that posts the school in a positive light only. Therefore, St Mary's Catholic 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.

## **Tweets and images.**

The Twitter account will only use children's first names when referencing children. St Mary's Catholic Primary School acknowledges consent to use children's photographs and video on social media unless the opt out declaration has been completed and handed to the school office.

It will post photos of work and learning. If the child's unidentifiable photo is used, their initials may be used to make reference to the children. E.g. John Smith will be JS.

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