



The Meadows
Primary School



Twitter Policy

The aim of this policy is to explain acceptable use of Twitter relating to The Meadows Primary school Twitter account: @primary_meadows for staff, parents and members of the community.

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.

Aims of using Twitter

The Meadows' Twitter account will be used to celebrate the excellent work by staff, pupils, parents, the Academy Council and the Shaw Education Trust. Its aim is to share the success and achievements of the children. Similarly, it will also contain information detailing special events in school.

The Twitter account will follow community groups; other schools within the Trust and education news organisations. Relevant and informative posts will be retweeted, so that the information can be shared amongst our followers.

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, but will serve as a timely reminder of key information.

Whilst using Twitter, all staff will demonstrate safe and responsible use of social media. This is detailed in the staff Code of Conduct.

Twitter control and usage

Members of the Senior Leadership Team and a selection of approved staff will control the uploading of content. Appropriate training and support regarding the use of social media will be provided. They alone will be responsible for password protection and uploading of content. No private messages will be sent using this Twitter account or responded to.

Twitter followers

At present, Meadows' 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 Meadows' account will not actively seek to follow other users. However, exceptions may be made where following a user 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

The Meadows welcomes any referencing, mentions, or an interaction that posts the school in a positive light only. Therefore, the school deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents, Academy Council or others affiliated with the school.
- Unsuitable images or content posted into its feed.
- Images or text that infringe upon copyright.
- Any posts which reveal or reference data, which is deemed to be of a sensitive nature, such as confidential information.
- Comments that aim to undermine the school, its staff, parents, Academy Council 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 primarily post photos of activities and learning experiences. The account will not post photos of children's faces without the permission of parents/carers. It will only use children's first names when referencing children.

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