



## Twitter Policy

Approved by Governing Body- 26 November 2015

Policy review date – Autumn 2018

## **Rationale for use of Twitter:**

Twitter in a school environment is a “broadcast” account. This is a one-way flow of communication to parents and/or pupils and can be used to advise recipients of, for example, news and events, school trip offers. It can also be used to report on emergency situations, for example, snow days, loss of school heating or catering service.

Twitter specifically will be a means by which we can quickly share and celebrate our pupil’s achievements and successes. It will enable us to demonstrate safe and responsible use of social media (e.g. school sports matches, residential trips, theatre performances).

1. Collaboration: the school Twitter account can be used to enable us to work together and share collaboratively, effectively and efficiently ideas between teachers and pupils.
2. Specifically for homework ‘Show my Homework’ will remain as principal means by which we communicate electronically with parents and pupils and any Twitter related homework task must also be recorded on ‘Show my Homework’.
3. Creating polls – Twitter can be an innovative way to get feedback from either pupils, parents or other stakeholders.
4. Marketing – In the current competitive marketplace schools are required to operate in a much more business like fashion; we have to market ourselves. A Twitter broadcast account can be used to showcase the outstanding work we and our pupils do within and amongst our community.

## **School Policy for acceptable use:**

The school Twitter account will be run from school by Heads of Departments and/or Twitter ‘champions’ from individual departments.

The school Twitter account will be a Public account (October 2015).

Senior leaders (TBC) will monitor followers and block any who appear to not be school appropriate.

Inappropriate comments will be blocked and reported.

The school Twitter account will follow educationally linked accounts and accredited partners who we work with. For example, a children’s author or sportsperson whom the pupils have met.

The school Twitter account will not reply to any ‘replies’ on Twitter. This is not the platform to discuss or debate school related issues.

The school Twitter account will only use children’s first names when referencing children. Photo consent must be obtained to post photographs of children (forename only). If consent has not been obtained, the school Twitter account will only post photographs 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. Their face(s) must not be shown without consent.

The school Twitter account will use Twitter to share positive message or important information about the school.

The account may be used to share news and information during a school trip.

The account will be run by a designated teacher for the period of any educational visit. Photographs taken on a phone for the purpose of sharing on Twitter can be downloaded to the school 'pool', but must then be deleted off the staff member's own phone.

The school will change the Twitter account password as required – nominally when 'key' staff involved directly with the school Twitter account leaves Westwood's employ.

Tweets to a year group or class along the lines of "don't forget the..." are acceptable if the teacher has set a twitter based task. Show my Homework must be used in the main and homework must still be recorded in this way.

Teachers must always think about the most effective way to communicate important information before tweeting.

Use of the @twitter name of others must be linked to our educational experiences and must never be endorsements or product placement. For example "excited about @MrAEinstein speaking to us".

By endorsing twitter we are encouraging our pupils and parents to use Twitter, so we must reinforce our existing e-safety rules such as "Never tweet anything that would be potentially upsetting; make sure you know how to and whom to report anything you find that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone through Twitter without telling your parents."

Twitter's own safety rules can be read on:

[https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic\\_166](https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166)