

Saint Joseph's Catholic Primary School



Twitter Policy

Date endorsed: March 2021

Date reviewed: Spring 2023

Date to be reviewed: Summer 2026

1.0 Rationale

The rationale of this policy is to explain acceptable use of Twitter relating to St. Joseph's Primary Schools twitter account: @StJosPri. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in St. Joseph's Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool. (See Appendix 1 for the staff Code of Conduct.)

2.0 What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to *follow* or be *followed*. To follow somebody / something ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. @StJosPri will not enter into private discussions with others.

@StJosPri will be a private account not searchable through the Twitter website.

3.0 What is the primary purpose of @StJosPri?

@StJosPri will be used to showcase work and achievements of children at St. Joseph's Primary School and as a tool to support parental communication such as snow days, training day closures etc. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

4.0 Who controls content for @StJosPri?

The uploading of content for @StJosPri will be undertaken by all teachers at St. Joseph's Primary School. These tweets will be overseen by the Head Teacher and Digital Lead. Teachers will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents.

5.0 Posting Etiquette

All tweets will be of a positive nature. On no occasion shall *text speak* be used when tweeting e.g. gr8, +ive, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed and the teacher who posted the tweet will be informed.

6.0 Posting Tweets When Off-Site

To protect the children at St. Joseph's Primary School the functionality to 'place' Tweets must be turned off. This will ensure that followers of @StJosPri cannot place a child and the school at a specific off site location.

7.0 Hardware

Tweets will only be made from school devices. Staff will only use the @StJosPri feed to post school material.

8.0 Naming of People

When tweeting, a child's name will never be displayed. The tweet should instead focus on the achievement e.g. Great use of our new school computers to edit our writing by Class 4.

9.0 Photograph Consent

A list has been compiled of children who are not to have their photographs published on the Internet (including Twitter). These pupils will be code identified on their individual class lists. When tweeting from within the phase or across the whole school, staff should be aware of children who are not to have their photograph's published on the internet (including Twitter).

11.0 Who can follow @StJosPri

When @StJosPri receives a follower request it will make informed decisions on a case-by-case basis as to accept or decline the follower.

Parents will need to have provided the school with their own Twitter username via the consent form or school email in order to be accepted. Governors of the school will follow the same process.

School leavers, whether parent or governor, will be deleted from the accepted followers list annually.

In the unlikely event that a parent, or other suitable follower is inadvertently rejected, Digital Leader will hear each individual on a case-by-case basis. These hearings will usually involve the prospective follower making themselves known in

person to the above named persons, with their Twitter details, and should take no more than a few minutes.

12.0 Who will @StJosPri follow?

In order to protect itself from inappropriate content being distributed into its news feed, @StJosPri will not actively seek to follow any other users. This is to ensure that the tweets displayed on @StJosPri account relate directly to education and the achievements of children at St. Joseph's Primary School.

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

@stJosPri welcomes any referencing, mentions, or interactions that show the school in a *positive light* only. Therefore, St. Joseph's 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;
- Unsuitable images or content finding its way from another's account into the @stJosPri 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.

14.0 Retweeting

From time to time @StJosPri will be tagged in other tweets. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken after consultation with the Digital Lead.

This policy will be subject to an earlier revision should changes arise in relation to Twitter and how it is used at St. Joseph's Primary School.



Twitter – Code of Conduct

This document provides an overview for staff on the safe and appropriate use of the school Twitter account @StJosPri.

@StJosPri will be used to showcase work and achievements of children at St. Joseph's Primary School and as a tool to support parental communication.

The uploading of content for @StJosPri can be undertaken by all teachers at St. Joseph's Primary School. These tweets will be overseen by the Head Teacher and Digital Lead. Teachers will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of pupil's pictures only where consent has been obtained from parents.

All staff are expected to adhere to the following points:

Posting Etiquette

All tweets will be of a positive nature. On no occasion shall *text speak* be used when tweeting e.g. gr8, +ive, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors it will be removed and the teacher who posted the tweet will be informed.

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