



Arden Primary School's Twitter Policy –January 2022

Introduction

Arden Primary School recognises that access to school Twitter accounts (and future emerging social media networks) gives pupils and staff greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping pupils develop 21st-Century technology and communication skills.

This Twitter Acceptable Use Policy outlines the guidelines and behaviours that users are expected to follow when interacting with any school Twitter accounts, including via: 'hashtagging'; linking to a school account using the '@' sign eg. '@ArdenPrimary'; making mention of, via direct quotes or through Modified Tweets in any way ('MT'); quoting (including direct/edited screenshots); 'DM' (direct messaging); 'retweeting' ('RT') or making a Tweet a 'favourite'.

Aims of Using Twitter

- To quickly share and celebrate children's achievements, successes and school updates.
- To demonstrate safe and responsible use of social media.
- To encourage the use of 21st Century technology.

Details of the @ArdenPrimary Twitter account & staff Twitter accounts

- The school Twitter and staff accounts will be operated from school devices by teaching staff within the school.
- The school Twitter account will be a Public account. The Head Teacher (N Haddock) and Assistant Head Teacher (C Shaw) will monitor the followers and block any who appear to not be school focused.
- The school Twitter account and staff accounts will only tweet between the hours of 8am and 8pm 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 school Twitter account and staff accounts will only follow educationally or community linked accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
- The school Twitter account and staff accounts will not feature photos or names of pupils whose parents / carers have stated that they do not wish their children to appear on the internet.
- The school Twitter account will only use children's first names when referencing children.
- The school Twitter account will use Twitter to share positive messages about the school.

- The school Twitter **may post photos of children's faces so long as no names are included in the tweet**. The account will also be used to 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. Joe Bloggs with be JB.
- The account may be used to share news and information during a school trip. The account will be operated by a senior teacher on a 3G 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 school will change the Twitter account password on a regular basis.
- Individually targeted content will not be posted e.g. "Well done Wayne a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable. Although always think about the most effective way to communicate important information.
- By endorsing twitter we may be encouraging children to use twitter so reinforce e-safety rules such as "Never tweet anything that would be potentially upsetting; make sure you know how to report anything you find that disturbs you; be careful who you talk to, they may not be all they appear; never meet anyone from twitter world without telling your parents." Etc.
- Twitter's own safety rules can be read on:
https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166

Review date: January 2025



Arden's Twitter Policy

By signing below, you are agreeing to follow Arden's Twitter policy. For personal interests, please use an alternative private Twitter account. Please complete below then retain a copy for your own reference before returning the original to Chris Shaw.

Name _____

Staff Twitter account handle / username _____

Signature _____

Date _____



Arden's Twitter Policy

By signing below, you are agreeing to follow Arden's Twitter policy. For personal interests, please use an alternative private Twitter account. Please complete below then retain a copy for your own reference before returning the original to Chris Shaw.

Name _____

Staff Twitter account handle / username _____

Signature _____

Date _____

