



DOG KENNEL HILL PRIMARY SCHOOL

TWITTER GUIDANCE AND INFORMATION POLICY

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Copies of this plan are held by:

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Introduction

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Overview

Aims

The aim of this document is to explain acceptable use of Twitter relating to Dog Kennel Hill Primary School Twitter accounts. The document will therefore aim to explain the purpose of Twitter at Dog Kennel Hill Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

Dog Kennel Hill Primary School Twitter account will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. 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. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

Twitter control and usage

The uploading of content will be controlled by the school's website manager and will be overseen by the school's Senior Leadership Team. 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 Dog Kennel Hill Twitter accounts are open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow Dog Kennel Hill Twitter accounts may do so as long as they don't use their personal accounts to represent school views. Under no circumstances should staff members follow parents or students. 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, Dog Kennel Hill Twitter accounts 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.

Inappropriate content and referencing

Dog Kennel Hill Primary School welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Dog Kennel Hill 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 police.

Tweets and images

Dog Kennel Hill Twitter accounts will not be used to post photos of children without prior permission from their parent/carer. It will post photos 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.

Twitter's own safety rules can be read on:

<https://support.twitter.com/groups/56-policies-violations>

This document should be read in conjunction with the following policies:

Computing Policy

Internet Safety Policy

Social Media Policy