



# **STEPPS PRIMARY & NURSERY**

## **Twitter Usage Policy**

**@SteppsPrimary**

**@LearningStepps**



**JANUARY 2019**



## Stepps Primary School Twitter Usage Policy (JANUARY 2019)

### 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 21<sup>st</sup> Century technology.*

- **The school Twitter account will be a Protected account. This means that only those users authorised by the school will be able to see Tweets.**
- The class Twitter account will normally only tweet between the hours of 9am and 5pm between Monday and Friday. The only 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's Twitter account will only follow educationally linked accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children's author.
- The school Twitter accounts will not respond to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- The school Twitter accounts 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 accounts will only post photos of children's faces where permission has been granted. 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. **Names will not appear along with photographs.**
- The account may be used to share news and information during a school trip.
- The Twitter account password will be changed on a regular basis.

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

Stepps Primary welcomes any referencing, mentions, or interactions that cast the school in a **positive light** only. Therefore, Stepps Primary School deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, its staff, parents 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 school feed.
- Images or text that infringe upon copyright;
- Comments that aim to undermine the school, its staff, parents, pupils 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.**