



Alloway Primary School and Early Years Centre

X (Formerly Twitter) Policy



Rationale

This policy is to explain the acceptable usage of X relating to Alloway Primary School (@AllowayPrimary) and Alloway Early Years Centre (@AllowayEYC) for staff, parents/carers and South Ayrshire Council. The policy will explain the purpose of X at Alloway Primary School and Alloway Early Years Centre and the benefits of its proper use as well as identify any potential pitfalls from using X.

Social media provides schools and early year centres with the opportunity to share information and celebrate achievements with the wider school community. Social media brings along its own risks; we have changed how we communicate, and this can lead to people posting unsafe and inappropriate information about themselves and others. The boundaries between the 'real' world and the 'virtual' world can become blurred. South Ayrshire Council has developed a 'Managing Work-related Social Media Guidance for Employees' that supports all employees to use social media effectively for work purposes, inline with the Council's Code of Conduct. This Education Services 'Management Guideline on Use of Social Media' should be read in conjunction with these Council documents to support staff to make informed and appropriate choices about using social media. South Ayrshire Council currently restricts access to social networking sites from its network unless this is required as part of an employee's job. However, employees should be aware that any inappropriate use of social media, regardless of where and when it takes place, can result in disciplinary action being taken if it brings the Council's reputation into disrepute or breaches Council policies.

Alloway Primary's Aims of using X

- ☑ 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.

What is X?

X is an online method of communication made up of 280 characters or less. Posts allow you to connect, engage and collaborate with others and can describe people, places and/or activities.

X users are able to follow or be followed. To follow somebody/thing enables their posts and comments to appear on their follower's news feed. The benefit of having followers is that information posted is instantly shared into their news feed. Users can also private message each other when they don't want their conversations to appear on the feed. **Alloway Primary School will not enter into private discussions with others.**

What are the main purposes of Alloway Primary School's X account?

The school X page will be used primarily to share the excellent work by staff, pupils, parents and/or share school updates with its followers.

RRS Article 13 - You have the right to find out things and share what you think with others, by talking, drawing, writing or in any other way unless it harms or offends other people.

It will also be utilised for sharing special events in school. The X account will complement and enhance the forms of school communication already established and not replace more traditional methods e.g. sending letters home.

Who controls content of Alloway Primary School's X account?

Teaching staff will upload content to our X feed and this is monitored by the Head Teacher and Senior Leadership Team. All staff who add to X must complete the mandatory Social Media module on COAST.

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

Alloway Primary School deems any of the following as inappropriate:

- ☒ Offensive language or remarks aimed at the school, its staff, pupils, parents, South Ayrshire Council or others affiliated with the school.
- ☒ Unsuitable content/images posted into its feed.
- ☒ Unsuitable content/images finding its way from another account into the school X feed.
- ☒ Content/images that break copyright legislation.

Any inappropriate content will be deleted and its users will be removed, blocked and dependent on the nature of the content posted, reported to X. Incidents of a more serious nature may be reported to the appropriate authority.

X Rules and Safety

X accounts can and should only be created by persons 13 years or over.

The school X account will only posts between the hours of 8am – 6pm Monday to Friday. Exceptions to this are school events e.g. football matches, residential visits or to share urgent school news e.g. school closure due to adverse weather.

The school X account will only follow educationally linked accounts. No personal accounts, unless they are educationally linked will be followed e.g. a children's author.

The school X account will not be liable for any content of any external websites/links or accounts that you may be directed to.

The school X account will not reply to any 'replies' on X. This is not the platform to discuss or debate school related issues and appropriate channels should be taken e.g. contacting the school directly. If Alloway Primary School deem the 'replies' inappropriate, we have the right to delete them and take further action if required.

The school X account will not enter into private discussions with others.

The school X account will only use children's first names when referring to pupils, where it is required and where the school has appropriate permission from parents/carers.

The school X account will use X to share positive messages about the school.

RRS Article 13 - You have the right to find out things and share what you think with others, by talking, drawing, writing or in any other way unless it harms or offends other people.

The school X account will post photos of learning and experiences that may contain pupils (those who the school have photo consent for). For example, we may share photos of a child creating a piece of artwork or of a school sports team celebrating an achievement.

Individually targeted content will not be posted e.g. "Well done Jill on a great performance." Posts to a year group or class with general content such as "Don't forget waterproofs for the trip tomorrow" are acceptable.

Use of the @Xname of others will be avoided e.g. "We have a talk from @StevenJones today" unless educationally linked, as we do not have control over other X user's uploaded content.

The school X account will not publish any personal details, addresses or e-mail addresses for adults or pupils in line with our privacy policy.

We will follow the SAC Management Guidelines on the use of Social Media.

[MG - Use of Social Media - Version 2.pdf](#)