



## Braehead Primary School Twitter Policy



### **Rationale**

This policy is to explain the acceptable usage of Twitter relating to Braehead Primary School (@BraeheadPS and @BraeheadE) for staff, parents/carers and South Ayrshire Council. The policy will explain the purpose of Twitter at Braehead Primary School and the benefits of its proper use, and also identify any potential pitfalls from using Twitter.

### **Braehead Primary's 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 increase efficiency of communication with parents.
- To encourage the use of 21<sup>st</sup> Century technology.

### **What is Twitter?**

Twitter is an online method of communication made up of 140 characters or less called a 'Tweet'. Tweets allow you to connect, engage and collaborate with others and can describe people, places and/or activities.

Twitter users are able to follow or be followed. To follow somebody/thing enables their Tweets and comments to appear on their follower's news feed. The benefit of having followers is that information tweeted 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. Braehead Primary School *will not* enter into private discussions with others.

### **What are the main purposes of Braehead Primary School's Twitter account?**

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

It will also be utilised for sharing special events in school. The Twitter 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 Braehead Primary School's Twitter account?**

The upload of content will be controlled by the Depute Head Teacher and Management Team, who will approve tweets prior to them appearing on the news feed. The Early Years Centre Twitter account will be controlled by the DHT and the Senior Early Years Practitioner.

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

Braehead 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 Twitter 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 Twitter. Incidents of a more serious nature may be reported to the appropriate authority.

### **Twitter Rules and Safety**

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

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

The school Twitter account will not reply to any 'replies' on Twitter. 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 Braehead Primary School deem the 'replies' inappropriate, we have the right to delete them and take further action if required.

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

The school Twitter account will only use children's first names when referring to pupils, where it is required.

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

The school Twitter account will only post photos of children where parental consent is held for their inclusion on our website or social media. Children's surnames will not be posted.

The school Twitter account will not publish any personal details, addresses or e-mail addresses for adults or pupils.