



**Meadow Vale Primary School
Twitter Usage Policy**

Meadow Vale Primary School Twitter Usage Policy (January 2017)

Aims of Using Twitter:

- To quickly share and celebrate children's achievements and successes.
- To provide school updates and news.
- To demonstrate safe and responsible use of social media

- The school Twitter account will be run from school devices by selected staff members.
- **The school Twitter account will be a Public account. Staff will monitor the followers and block any who appear to not be school focused.**
- The school Twitter account will only tweet between the hours of 8am and 6pm 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 will only follow accounts that have an education, learning or news focus. No personal accounts, unless they are educationally linked, will be followed. For example a children's author or athlete.
- The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- 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 account may be used to share news and information during a school trip. The account will be run by a chosen teacher on their smart phone for the duration 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 termly basis.
- *Individually targeted content* will not be posted e.g. "Well done Josh 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 will actively 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
- The Twitter support centre has a wealth of information on tweeting, security, problems, managing your account etc. <https://support.twitter.com/>