

# St. Margaret's Anfield Church of England Primary School

Jesus said, "Love one another as I have loved you" (John 13:34).  
Therefore, by faith and work, be the change you want to see.

With God, all things are possible.



## Twitter/'X' Policy

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Date	Action	Review Date
November 2022	Adopted by FGB	Dec 2023
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## Twitter/'X' (Social Media) Acceptable Use Policy

### 1. Introduction

At SMA, we recognise that access to school Twitter/'X' accounts (and future emerging social media networks) gives pupils and staff greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping pupils develop 21st-Century technology and communication skills. This Twitter/'X' Acceptable Use Policy, referenced henceforth simply as *Twitter*, outlines the guidelines and behaviours that users are expected to follow when interacting with any school Twitter accounts.

### 2. Aims of using Twitter

- (1) To quickly share and celebrate children's achievements, successes and school updates.
- (2) To demonstrate safe and responsible use of social media.
- (3) To encourage the use of 21st Century technology.

### 3. What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Post'. Posts are an answer to the generic question "What are you doing?" Posts tend to reference people, places, and/or activities and broadcast information to which others can reply and respond. Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear.

### 4. What is the primary purpose of the SMA Twitter feeds?

School Twitter accounts will be used principally to advertise the excellent work by staff, children, parents and governors. Similarly, they will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, and not to replace it.

### 5. Acceptable Usage

- (1) School Twitter accounts will be accessed from school devices only, using a specific school allocated email account. No personal Twitter accounts can be added to the school issued devices.
- (2) School Twitter accounts will be public accounts. Senior Leaders will monitor the followers and block any who appear to not be school focused. If staff have any concerns about followers or activity, they are to report it to the SLT.
- (3) School Twitter accounts will post between the hours of 7am and 6pm Monday to Friday. The only posts 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). If staff wish to post outside these hours, a member of the SLT must be informed beforehand.
- (4) School Twitter accounts will only follow educational accounts. No personal accounts, unless they are educationally linked, will be followed e.g. a children's author.
- (5) School Twitter accounts will not use children's full names. If children are to be referenced in recognition for good work or conduct, first names and class may be used e.g. Sarah (6A)
- (6) School Twitter accounts will use Twitter to share positive messages about the school.



- (7) School Twitter accounts will not post photos of children whose parents/carers have not provided consent.
- (8) Educational accounts and linked school accounts can be reposted. Year group and/or individual staff accounts should include the @StMargarets\_ account handle within their tweet to help facilitate this. By reposting, the school broadens its audience base and allows the post to be shared to more followers.
- (9) Account passwords are changed on a termly basis.
- (10) The use of the @twittername handles of others is to be used with caution e.g. “excited about @someone visiting our school”. Professional judgement should be used to determine whether the use of a @twittername is appropriate. If you have any concerns, please see a member of the SLT.
- (11) Staff will not respond to any ‘replies’ or initiated conversations with parents regarding any private, contentious or generally inappropriate material for a public forum. This is not the platform to discuss or debate school related issues.
- (12) By advertising our Twitter accounts we may be encouraging children to use Twitter so staff are advised to reinforce Online Safety rules in-line with our E-Safety Policy.
- (13) 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.
- (14) Whilst staff members are not expected to complete a required quota of posts, SMA acknowledges that the popularity and success of its accounts is linked to the amount and regularity of interesting content that is posted. As this content should reflect all of school life, staff are advised to post subjects of potential interest for the wider school community as they occur. This should mean that each year group is posting something at least, and not limited to, every half term.

Twitter’s own safety rules can be found on their website, please visit:

<https://help.twitter.com/en/rules-and-policies/twitter-rules>

To report violations, please visit:

<https://help.twitter.com/en/rules-and-policies/twitter-report-violation>

To report abusive behaviour, please visit:

<https://help.twitter.com/en/safety-and-security/report-abusive-behavior>