

## Twitter Policy

This policy will highlight how we intend to use Twitter safely and effectively to aid communication throughout School and further afield. It will highlight potential problems that may arise from our use of twitter and how we aim to combat these issues, as well as naming the many benefits to its use.

This policy should be read in conjunction with the mobile device and E-Safety policies.

### What is Twitter

Twitter is a form of social media. In contrast to other sites, Twitter is mainly used for communication. Users send out 'tweets' which are limited to 140 characters and can reference other people, places or activities through the use of hashtags and the @ symbol.

### What are we using Twitter for?

The primary use of our Twitter accounts is to improve communication. We will also use them to tweet about exciting events, examples of children's work, awards we have won, sporting competitions and general news.

Twitter will 'fill in the gaps' between posts on our school website.

We will also use our Twitter accounts as a running feed on Residential visits.

### Staff

**All staff will sign and adhere to a Twitter acceptable use agreement.**

### Safety

**Bessacarr Primary accounts will not have any followers under the age of 18, any children from School who follow our Twitter will be blocked. Twitter is for over 13s only.**

**Tweets from any of our accounts will always portray school in a positive light. We welcome references, mentions or retweets that posit the school in a positive light only. Bessacarr Primary deems the following as inappropriate:**

- **Offensive language or remarks aimed at the school, its staff, parents, governors or others affiliated with the school.**
- **Unsuitable images or content posted to our feeds.**
- **Unsuitable images or content been tagged to any of the school account using hashtags or the @ symbol.**
- **Images or text that infringe upon copyright**
- **Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the School.**

**Any inappropriate content will be deleted and its users will be blocked and reported to Twitter. Incidents of a higher nature will be reported to the necessary authority.**

**Bessacarr Primary and affiliated accounts will not enter into private conversation with anyone on Twitter.**

**Staff are able to upload photos from personal mobile devices but these images must be deleted from the device as soon as they are uploaded. (for more information see mobile device policy).**

**Surnames of children must not be used on any Bessacarr Primary account. Any staff personal accounts who follow the School accounts must be set to private**

#### **School Twitter Accounts**

**Bessacarr Primary currently has 9 official accounts. These are:**

- **@BessacarrPS - the main school account**

- @bpsfilmclub - our Film Club account
- @BPSFoundationSt
- @BPSYr1
- @BPSYr2
- @BPSYr3
- @BPSYr4
- @BPSYr5
- @BPSYr6

Each year group will be in charge of maintaining their Twitter account, Mr Smeaton, who will also monitor and administer all the accounts, will maintain the main school account.

**Accounts affiliated with Bessacarr Primary School must have been created by Mr Smeaton and Miss Waite and are listed above. Any other accounts using the Bessacarr Primary name are not affiliated with our School; therefore anything posted about the School is unofficial.**

**Staff will not have their own personal school Twitter account.**

Bessacarr Primary Twitter accounts will not follow any parents, carers or children.

#### Next review

Should Twitter change any of its rules and regulations, we will review our policy against these.

#### **Policy written by Miss Waite and Mr Smeaton - May 2015**

##### Twitter acceptable use agreement

All staff must read and adhere to the above policy, Failure to do so could result in disciplinary action been taken.

Name:

Date:

Signature:

.