

*St. Mark's Catholic
Primary School*



TWITTER POLICY

*Proudly and Joyfully,
We love, live and learn as God's Children*

Aim

The aim of this policy is to explain acceptable use of Twitter relating to St Mark's Catholic Primary school Twitter account (@StMarksRC) for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter at St Mark's Catholic Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

St Mark's Catholic Primary School's Twitter account will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, the website and text service. Twitter will not be used to replace these current systems. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

What is Twitter?

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody / something 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. @StMarksRC will not enter into private discussions with others.

@StMarksRC will be a public account searchable through the Twitter website.

Twitter control and usage

The uploading of content will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content. The St Mark's account will only tweet between the hours of 7am and 8pm 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. closers due to adverse weather). No private messages will be sent using this Twitter account. Any contact to followers should be made using other methods.

Twitter followers

At present, the Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow the St Mark's Twitter account may do so as long as their twitter account is secure

and private. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

In order to protect ourselves from inappropriate content being distributed into our news feeds, the St Mark's account will not actively seek to follow other users. However, exceptions may be made where following an @ has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the user. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

Inappropriate content and referencing

St Mark's School welcomes any referencing, mentions, or interactions that post the school in a positive light only. Therefore, St Mark's School deems any of 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 into its feed.
- 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 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 police.

Tweets and images

The St Mark's Twitter account will not post photos of children without prior permission from their parent/carer. We will retweet tweets that may contain images of children when these have already been shared with the @StMarkRC account. It will post photos of work and learning. Where parental permission has been given pictures and captions of children will be shared. For example, sporting events, special celebration days, everyday learning. Where parental permission has not been granted, we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head. If the child's unidentifiable photo is used their year group will be captioned. E.g. Year 5 pupils...

Our Twitter feed will be directly linked to the school website and will feature on the school website homepage which can be found at www.stmarkrc.bham.sch.uk. Twitter's own safety rules can be read on: <https://support.twitter.com/groups/56-policies-violations>.