

## St Margaret's C of E Academy Twitter Policy

### **Rationale:**

In this technology rich world our pupils, parents and the wider community live in, Social Media is becoming more and more part of daily life. This policy will explain acceptable use of Twitter relating to The St Margaret's C of E Academy twitter account: @StMargaretsAca1. The policy will explain the purpose of Twitter in St Margaret's Academy and the benefits that will arise from its proper use.

### **What is Twitter?**

Twitter is a social media tool. Twitter is used to communicate thoughts, pictures and ideas within 280 characters and can reference people, places and activities.

### **Why will St Margaret's be using Twitter?**

1. To share and showcase the wonderful things happening at St Margaret's Academy and celebrate pupil's success
2. To share important news and information with parents regarding the school

Twitter will not be used to engage with individual parents directly, however, important announcements and notices could be sent as part of general communication to parents.

### **The St Margaret's Twitter account:**

Only the Head of School will have access to the official school twitter account. As the school moves forward with Twitter, other staff members may be invited to tweet from the official school account. Should this happen, this policy will be updated. The Head of School will be responsible for ensuring the school regularly tweets information.

### **Twitter etiquette:**

Any Tweets from the official school account will be grammatically correct and will not contain text language.

Tweets posted by the school will not contain hashtags.

Where possible Tweets will only be posted during school hours. However there may be exceptional circumstances such as snow days and school trips where an exception will be made.

### **Safeguarding pupils:**

In order to safeguard the pupils at St Margaret's C of E Academy no names of pupils will be used alongside any pictures of pupils. The school seeks photographic consent of all the pupils. Tweets sent by St Margaret's will adhere to this list.

### **Who can follow St Margaret's C of E Academy?**

Anyone can follow the school's Twitter account. At least weekly checks will take place by the Head of school to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked or reported to Twitter. The Head of School will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting to Twitter. The school twitter feed will also appear on the home page of the schools website.

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

St Margaret's C of E Academy welcomes referencing, interaction or mentions.

The 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;
- Unsuitable images or content finding its way from another's account into the school 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 reported to Twitter and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.