Respect **R**esponsibility **R**elationships

Hollydale School
Twitter Policy

September 2016

Review date September 2019

Twitter Policy

AIMS

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

Hollydale's School 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.

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 Hollydale 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 Hollydale 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 Hollydale 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 Hollydale account will not actively seek to follow other users. However, exceptions may be made where following an @ handle 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

Hollydale School welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Hollydale 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 HollydaleTwitter account will not post photos of children without prior permission from their parent/carer. It will post photos of work and learning. For example 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 initials may be used to make reference to the children. E.g. John Smith with be JS.

Twitter's own safety rules can be read on:
https://support.twitter.com/groups/56-policies-violations.

This policy should be read in conjunction with the following policies:
Computing Policy
Online Safety Policy