



Droxford Junior School Twitter Usage Policy

Aim of using Twitter

- To quickly share and celebrate children's achievements, successes and give parents up-to-date news and information.

Guidance

- Only the Headteacher and selected staff with approval may 'tweet' updates using the school twitter account.
- The school Twitter account will be monitored by the ICT Leader and Headteacher.
- The school Twitter account will be a *Public account*. *Strategic leaders will monitor followers and block any who appear to not be school focused.*
- The school Twitter account will usually only tweet between the hours of 8am and 6pm 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. closures due to adverse weather).
- The school Twitter account will only follow educationally or community linked accounts. No personal accounts, unless they are educationally linked (eg. a children's author), will be followed.
- The school Twitter account will not reply to any 'mentions' or 'replies' on Twitter. This is not the platform to discuss or debate school related issues.
- The school Twitter account will only not use names when referencing children – instead we will reference classes and yeargroups. eg. *Look at the fantastic Maths work from Meonstoke base this morning!*
- The school will use Twitter to share positive messages about the school.
- The school Twitter account will only post photos of children's for whom we have permission from parents. We may also tweet examples of school work and learning.
- The account may be used to share news and information during a school trip/school events. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- The school will change the Twitter account password on a termly basis.
- *Individually targeted content* will not be posted e.g. "Well done Josh a better lesson today".
- Twitter's own safety rules can be read on:
https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166