

Cuddington Primary School Twitter Policy

Rationale:

If our school isn't looking after its Social Media... Someone else is!

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. When agencies like Ofsted release new guidance on Twitter days before it appears elsewhere, it's important that staff at Cuddington Primary embrace Twitter to not only keep up to date with important changes that can impact learning in their classroom but also to connect with teachers across the globe who are sharing resources, ideas and discussing important aspects of education. This policy will explain acceptable use of Twitter relating to Cuddington Primary twitter account: @cuddingtonpri name. The policy will explain the purpose of Twitter in Cuddington Primary and the benefits that will arise from its proper use.

What is Twitter:

Twitter is a social media tool that currently has no age restrictions for its use. Twitter is used to communicate thoughts and ideas within 140 characters and usually references people, places and activities that tend to invite replies. Twitter accounts can follow other Twitter accounts or be followed by other Twitter accounts and all tweets are public. Users are able to Direct Message (DM) other users should they wish something not to be made for public viewing.

Why will Cuddington Primary and staff be using Twitter?

The reason school name and staff will be using Twitter is twofold.

1. To share and showcase the wonderful things happening at school name.
2. For staff to engage in educational discussions that can enrich their own practice.

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. Staff using professional accounts will do so after reading a Twitter guide that can be found in Appendix 1. Staff accounts will belong to the staff and they will be solely responsible for their tweets and unless staff are linking their class blogs, direct reference to the school should be avoided. Tens of thousands of teachers in the UK are on Twitter, and this, is what we at Cuddington Primary are keen for our teachers to join.

The Cuddington Primary account:

Teachers and support staff will have access to the official school twitter account. As the school moves forward with Twitter, all staff members will be invited to tweet from the official school account.

Twitter etiquette:

Any Tweets from the official school account will be grammatically correct and will not contain text language like lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags are things you can add to the end of your tweets like #edchat #PrimaryRocks that enable tweets to be added to a collection of other related tweets that are

generally viewed by more people. If tweets are being sent to spread the news of a new blog post, they could look something like this:



DeputyMitchell @DeputyMitchell 11d

INSPIRE 30 Y3 pupils right now by visiting year315.langleymooblogs.net/2016/03/09/aud... and tell them who/where you are. We will see you on our globe! #edchat

[Details](#)

In this tweet you can see a request to view a new blog post and the hashtag #edchat

Safeguarding pupils:

In order to safeguard the pupils at Cuddington Primary, no names of pupils will be used alongside any pictures of pupils. Cuddington seeks photographic consent of all the pupils. Tweets sent by Cuddington will adhere to this list. If tweets are sent inviting people to view a blog post by an individual pupil, only their first name will be used.

Who can follow Cuddington Primary?

Anyone can follow the school's Twitter account. Weekly checks will take place by a member of the SLT 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. A member of the SLT 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 up to Twitter. We will allow relevant businesses to follow the schools' Twitter account. However, excessive direct messaging, tweeting or tagging in an attempt to sell products or services may result in that business being blocked.

Parents are able to follow staff on Twitter. It will be up to the individual teacher to decide whether they will allow parents to follow them or not.

IN NO CIRCUMSTANCES SHOULD PUPILS BE ALLOWED TO FOLLOW STAFF. Should this happen, the staff are to block the pupil and inform a member of the SLT at their earliest convenience.

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

Cuddington Primary welcomes referencing, interaction or mentions.

Cuddington Primary 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 Cuddington Primary 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.