

2019

CCPS-Twitter Policy



Crickhowell Community
Primary School

Mark Wakeley

CCPS

11/5/2019

CCPS-Twitter Policy

Introduction

The rationale of this policy is to explain the acceptable use of twitter in relation to Crickhowell Community Primary School. The policy relates to staff, pupils, parents and governors. The policy will seek to clarify the purpose of twitter and the benefits from appropriate use.

Twitter is a form of communication made up of 140 characters called a 'tweet'. Tweets tend to reference people, places or activities. Twitter users are able to *follow* or *be followed*. To follow someone ensures that all their activities and comments appear in the news feed. The benefit for CCPS is that the information we broadcast is instantly distributed into their news feed. Users can also message each other privately, when they don't want conversations to appear. ***CCPS will not enter into private discussion on twitter.***

The purpose of the CCPS twitter feed is to '***showcase the work and achievements of pupils at our school***'. The purpose is not to support parental communication; schoop and the website are used for this.

Content Control

The uploading of content will be undertaken by the teaching staff at CCPS. Teachers will be responsible for the uploading of content, which will be authorised by the Senior Management Team. ***Pictures of children will be tweeted without names and only with parental consent.***

All tweets will be positive in nature and where possible staff will avoid 'text speak'. To protect children, tweets will never be sent out while classes and pupils are off site but will be tweeted when pupils have returned to school. If pupils are on a residential; we will use schoop to show parents how they are doing but we will not identify the location. Staff will use school I-pads to send tweets and take photos. A tweet will never contain children's names; the tweet should focus on the achievement e.g. 'great work today to win the school football tournament.'

The school admission form says, '*I give permission for my photographs/ videos of my child to be used on social media*'. The school will respect parents' wishes and the names of any pupils who do not have permission will be passed to the class teacher and displayed in the staff room and school office.

Who can follow CCPS on twitter?

When we receive a follower, the school will monitor who is following the school. The key criteria will be:

- If the name correlates to a parent, relative, guardian or governor on our teacher centre database.
- If the account relates to another school, local authority or educational establishment like Oxford Reading Tree.

- The quality and appropriateness of the biography of the account.

In the unlikely event we block a suitable follower, they can contact the school to let us know their individual details.

In order to protect our content, ***the school will not seek to follow any other users.***

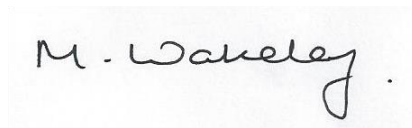
CCPS will not enter into dialogue/messages with any other parties on twitter.

Other parties can ***like tweets, but the school would prefer parents not to comment on tweets.*** Twitter is not the vehicle for a dialogue with other parties.

Any inappropriate comment or comments that seek to undermine pupils, staff, parents or governors will be deleted and its users will be removed and blocked and if necessary, depending on the comment, reported to twitter or a more appropriate authority.

The primary purpose of the school twitter account is to celebrate the work and success of its pupils.

Headteacher:

A handwritten signature in black ink that reads "M. Waneley." The signature is written in a cursive style with a period at the end.

Chair of Governors:

November 2019