



*Compassion Joy Perseverance Respect*

*'Live life in all its fullness' John 10:10*

# **Twitter Policy**

**Approved – February 2023**  
**Next review – February 2026**

**Achieving Excellence Together**

## **Rationale**

The rationale of this policy is to explain acceptable use of Twitter relating to Hunton Primary School's twitter account: @HuntonCEPrimary. This policy relates to staff, children, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Hunton Primary School and the benefits that will arise from its proper use. It will also deal with any potential pitfalls from using this communication tool.

## **What is Twitter?**

Twitter is used primarily as a method of communication made up of 140 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond.

Twitter users are able to follow or be followed. To follow somebody / something ensures that all of their activity and comments appear in the followers' news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear. @HuntonCEPrimary will not enter into private discussions with others.

## **What is the primary purpose of @HuntonCEPrimary?**

@Huntonschool will be used to showcase work and achievements of children at Hunton Primary School. It will also be used to demonstrate safe and responsible use of social media and encourage the use of 21st Century technology.

## **Who controls content for @HuntonCEPrimary?**

The uploading of content for will @HuntonCEPrimary be undertaken by the Headteacher, teachers and teaching assistants. They will be responsible for the uploading of content, secure storage of the device used to tweet and the posting of children's pictures only where consent has been obtained from parents. The Deputy Headteacher can access the account in case of absence.

## **Posting Etiquette**

All tweets will be of a positive nature. On no occasion shall text speak be used when tweeting e.g. gr8, +ive, lol etc. All tweets should be grammatically correct. If a tweet does contain grammatical errors, it will be removed.

## **Posting Tweets When Off-Site**

To protect the children at Hunton off site e.g. a football tournament, tweets should be made on the journey back to school or whilst back at school. If tweeted from the location, then the location is not mentioned. This will ensure that followers of @HuntonCEPrimary cannot place a child and the school at a specific off site location.

## **Hardware**

All tweets will be made from a school's iPad.

## **Tweeting Times**

The school will only tweet between the hours of 7am and 7pm from Monday to Friday.

## **Naming of People**

When tweeting, a child's full name will never be displayed. The tweet should instead focus on the achievement

e.g. Great use of our new school computers to edit our writing.

## **Photograph Consent**

A list has been compiled of children who are not to have their photographs published on the Internet

(including Twitter). At the start of every academic year the office will make a list of children who are not to have their photographs published on the Internet (including Twitter). This is constantly updated during the year. When tweeting from within the classroom or across the whole school, staff should be aware of children who are not to have their photographs published on the Internet (including Twitter).

### **Who can follow @HuntonCEPrimary?**

When @HuntonCEPrimary receives a follower it will make informed decisions on a case-by-case basis as to accept or decline the follower. These decisions will be based upon a number of factors:

The name of the individual as read on their Twitter account and whether this name correlates to that of a parent on the SIMS database; is a member of the Hunton Primary teaching staff; is a school governor; is a known and proper person to the SLT or the quality of the biography of each individual as read in the bio section of their Twitter account is acceptable; the images on view in the potential follower's Twitter account.

In the unlikely event that a parent, or other suitable follower is rejected each individual on a case-by-case basis will be sought. These hearings will usually involve the prospective follower making themselves known in person to the above named person, with their Twitter details, and should take no more than a few minutes. However, the school is not responsible to check every follower of any @HuntonCEPrimary follower.

### **Who will @HuntonCEPrimary follow?**

The tweets displayed @Huntonschool account relate directly to the school, education, supporting parents and the achievements of children at Hunton Primary School.

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

@HuntonCEPrimary welcomes any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Hunton Primary 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 @HuntonCEPrimary 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 appropriate authority.

### **Retweeting**

From time to time @HuntonCEPrimary will be tagged in other tweets. The followers of @HuntonCEPrimary may retweet the tweets of our school, however parents/carers should be aware that the followers of the @HuntonCEPrimary followers are not checked by the school. The school will decide on a tweet by tweet basis as to whether or not to retweet this information from their own Twitter account. The retweeting of tweets from other organisations shall be undertaken by the Headteacher.