**Twitter Usage Policy**

**2017 - 2018**

**Aims of Using Twitter:**

**To quickly share and celebrate the achievements, successes and school updates.**

**To demonstrate safe and responsible use of social media.**

**To encourage the use of 21st Century technology.**

**'@StCathsofSiena'**

**The St Catherine of Siena School Twitter accounts will:**

* run from school devices by senior leaders and class teachers.
* be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents and governors.
* be Public accounts (February 2014).
* only tweet between the hours of 8am and 6pm between Monday and Friday. Times outside of this are only for school events (e.g.  fixtures, trips, performances), by the SLT/Head or to share urgent school news.
* welcome any referencing, mentions, or interactions that showcase the school in a ***positive light***.
* only follow educationally link accounts (No personal accounts).
* only be able to receive replies on Twitter. This is not a platform to discuss or debate school related issues.
* only use pupils' first names when referencing children.
* only post photos of working and learning in groups which is mirrored on the school website policy.

**Senior Leadership will be responsible for:**

* changing the Twitter accounts’ passwords on a termly basis to maximise security.
* deleting any inappropriate content that may undermine the school, its staff, parents, governors or others affiliated with the school.
* monitoring followers and block any who appear to not be school focused

**All school staff will ensure that:**

* the use of the @twittername of others is to be avoided. For example “excited about @twittername speaking to us”.
* individually targeted content will not be posted e.g. “Well done Josh a better lesson today”. Tweets to a year group or class along the lines of “Don’t forget the…” are acceptable. Although always think about the most effective way to communicate important information.
* by endorsing Twitter we may be encouraging children to use Twitter so we will endeavour to reinforce e-safety rules such as “Never tweet anything that would be potentially upsetting; make sure we know how to report anything you finds that disturbs you; be careful who you talk to they may not be all they appear; never meet anyone from Twitter world without telling parents.” etc.

Twitter’s own safety rules can be read on: [https://support.twitter.com/groups/33-report-a-violation/topics/166-safety-center/articles/470968-safety-parent-and-teen-tips#](https://support.twitter.com/groups/33-report-a-violation/topics/166-safety-center/articles/470968-safety-parent-and-teen-tips)