



Twitter Policy

Last reviewed: September 2021

What is Twitter?

Twitter is a social media site. It is a service that delivers bite-size chunks of information in 140 characters or less referred to as a 'Tweet'.

What are Hashtags # ?

The use of hashtags allows tweets to be grouped with similar hashtags therefore allowing tweets to be grouped together. **Please do not use hashtags on any of our school twitter feeds.**

Primary Purposes of Twitter at Markeaton Primary School

Markeaton Primary School will be using Twitter on a 'broadcasting' only basis. Tweets will be an additional method of communication to highlight our school's achievements and keep parents informed of events and activities happening within school. **It is not intended as a two-way method of communication between parents and staff and has not been set up in that way. Settings have been installed to stop incoming private messages.** The School Office will inform parents that communication relating to their child/children, or directed at staff, should be made by the normal channels: speaking to the class teacher before/after school or by contacting the School Office by telephone/email to arrange an appointment.

Who Can Follow Markeaton Primary School on Twitter?

Settings for the main Markeaton Primary School Twitter account, the Year Group Twitter accounts and PTFA account have been set to 'public'. This means that anyone can follow you, view all your Tweets and 'retweet' anything you have 'tweeted', i.e. share a post on their own account that you have uploaded. This is to ensure that we maximise our audience; by restricting our tweets to vetted recipients would reduce the potential of positive advertising. Example: if we have an upcoming Summer Fair, it is to the school's advantage to reach as many people in the community as possible to maximise revenue.

The Twitter pages have also been embedded into our school website as a further means of communication to stakeholders that may be interested in our school: prospective parents, OFSTED etc.

Who Can Markeaton Primary School Follow on Twitter?

Your Year Group Twitter accounts have already been set to follow the other year groups at Markeaton Primary School so you can see what your colleagues have posted.

Who Controls the Content for Markeaton Primary School Twitter Feed?

Markeaton Primary School currently has a 'Whole School' Twitter account. The content will be uploaded and controlled by the Headteacher and Office Manager.

There are also additional year group Twitter accounts for FS2 through to Year 6. All teachers will have access to their Year Group Twitter account. **It is the responsibility of the teachers to adhere to the guidelines set out below when uploading content to their Year Group Twitter page.**

Markeaton PTFA also have an official Twitter page that is endorsed by Markeaton Primary School. A nominated member of the PTFA will be responsible for uploading content and must adhere to the same guidelines as teaching staff.

All Twitter accounts will be monitored by the Headteacher and Office Manager.

Rules For Uploading Content

'Know Your Pupils'

When a child starts Markeaton Primary School, every parent is asked to sign an agreement to give permission for their child's image to be uploaded to the school website. This has been extended to include Twitter pages run by Markeaton Primary School. An updated list has been provided by the School Office. Any changes throughout the academic year will immediately be made known to all teaching staff. **Please check the names on this list at regular intervals to ensure you do not inadvertently upload images that do not have permission.** Please take extra care when uploading group photos that a child, who does not have photographic permission, does not appear in the background and can still be identified. Children who do not have permission can be blurred or obscured so that they are not identifiable in the photo(s).

In accordance with Safeguarding Procedures, NEVER identify a child in a photo by including their name. This includes visual identifiers such as a child holding up a certificate with their name on it etc.

- Only use the tablet device that has been purchased by the school and designated for your class' use for taking, storing and uploading images to Twitter. **Photos should NEVER be taken on your own mobile device or uploaded on your mobile phone device.**
- Never use text speak when tweeting. Please ensure all tweets are grammatically correct.

- Do not upload text or images that infringe upon copyright.
- Only post tweets that positively uphold the image of the school, do not undermine the school, its staff, parents, governors or others affiliated with the school.

Twitter is not intended to replace other methods of communication but is to enhance visibility of all our great achievements in school. Tweets do not need to include images of children – tweeting a picture of ‘work in progress’ or a completed piece of work is a great way of showing parents what their children have been up to in class that week.

Remember, not all parents will subscribe to Twitter. If you have an important message that you need to ensure ALL parents receive, please speak to the School Office so they can send a text, email or letter.

Settings

Certain items have been pre-selected for staff by the Office Manager. This includes the profile photo and header photo. Please do not change these images. Your ‘handle’ – how people search for you, also follows a format to make it easy for potential viewers to find us:

@Year1Makeaton

@Year5Markeaton

Again, please do not attempt to change this.

As mentioned above, all notifications have been switched off to avoid anyone attempting to private message your account. Please do not change any of these settings. **If you do start to receive private messages, please inform the Office Manager as soon as possible.**

Security Guidelines

- NEVER save your password when prompted ‘remember me’.
- ALWAYS log out after each Tweet.
- Keep your password in a safe place. Should you ever need to change it, it is important to advise the Office Manager of this change. Passwords should ideally contain a mixture of letters, numbers and characters.
- If you have reason to believe the security of your Twitter account has been compromised, example, tweets appear that you know you or your Year Group colleague have not uploaded, tweets using offensive language, racial remarks or extremist views or unsuitable images, immediately change the password and inform the Office Manager or Head Teacher as soon as possible. Depending on the nature of the comment, report to Twitter, or, incidents of a more serious nature may be reported to the appropriate authority.

