

MARISH

ACADEMY TRUST



Twitter Usage Policy 2020

Date: Dec 2020
Version 2.0

Summary

- To carefully consider what is posted in the Twitter account
- To ensure this account is used safely and appropriately
- To ensure all staff and children are responsible digital users

Contents

1.	Introduction	3
2.	Aims	3
3.	The Rules of Usage	3
4.	Twitter followers	4
5.	Inappropriate content and referencing	4
6.	Revision History	5
7.	Approval History	5

1. Introduction

Marish Academy Trust will own a twitter account to provide news updates, promote upcoming events and to celebrate achievements from both schools within the Trust. The reason for having a Twitter account is because social media has become the most used format of communication in the 21st century, and as a Trust we realise that this is a useful tool for engaging our parents. We have researched a variety of different social media formats and have decided that Twitter is the most appropriate and suitable one to use within a school setting as it is based on providing short bursts of information that will be useful for our parents and families.

2. Aims

- To quickly share and celebrate children's achievements, successes, school updates and news
- To demonstrate safe and responsible use of social media
- To update our use of communication methods to be in line with 21st century technology

3. The Rules of Usage

1. The Trust twitter account will be a public account. Staff will monitor the followers and will block any who appear not to be 'school focused.'
2. The Trust account will be run from school devices by selected staff members.
3. The Data Protection Officer, Sophie Holmes will be the only staff member responsible for updating the Twitter account and the account content will be reviewed half termly by TWSLT.
4. The Trust twitter account will be running from school devices only such as school computers, laptops and tablets. Staff's personal devices should not be used under any circumstances.
5. The Trust twitter account will only tweet between the hours of 8am-6pm, Monday-Friday. The only exceptions to this are for events outside of school time such as football matches, residential trips and concerts or performances or to share urgent news such as cancellations due to adverse weather conditions.
6. The Trust twitter account will only follow educationally linked accounts. No personal accounts will be followed unless they are educationally focused e.g. a children's author or athlete.
7. The Twitter account will not reply to or acknowledge any comments. This is not a platform to discuss school issues and the commenting accessibility of Twitter will be disabled as far as it will allow us to do so.

8. Marish Academy Trust will use Twitter to spread positive messages about the both schools.
9. The names of children will not be used, instead statements such as 'the year 6 football team' or 'the ks1 winners' will be used to keep some ambiguity.
10. Any photo or video that is published must be with prior consent from the parents. This is stated in letters that go home to parents on the permission slip.
11. Assigned staff will change the password to the Twitter account on a termly basis.
12. Individually targeted content will not be posted such as 'this year 6 boy has won...'
instead all tweets should be team, class or year group focused.
13. By endorsing Twitter, we may be encouraging children to use Twitter so regular e-safety rules, lessons and guidance must be provided for the pupils of our schools.

4. Twitter followers

At present, the Marish Academy Trust Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow the Marish Academy Trust Twitter account may do so as long as their twitter account is secure and private. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers. In order to protect ourselves from inappropriate content being distributed into our news feeds, the Marish Academy Trust account will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the user. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information

5. Inappropriate content and referencing

Marish Academy Trust welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, Marish Academy Trust 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.
- 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 police.

6. Revision History

Version	Date	Author	Comments
1	25.11.16	HA	New policy to outline the safe usage of Twitter
2	December 2020	SH	Updated policy to outline the safe usage of Twitter

7. Approval History

Version	Approved	Comments