



Courtney Primary School
Nurture, Inspire, Flourish.

Twitter Acceptable Use Policy

Courtney Primary School

Date Ratified: July 2018 **by** Deborah Wood

New Review Date: July 2019

Signed by: Deborah Wood

Position: Headteacher

Introduction

Courtney Primary School's Twitter account has been set up for the purpose of distributing administrative messages, and promoting school activities and achievements. The aim of this is to run alongside more traditional methods like sending home newsletters, and not to replace it. The school's Acceptable Twitter Policy should be used in conjunction with the school's E-Safety Policy and the Social Media Policy.

Purpose

@CourtneyPrimary will 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. This will include:

- Photos of key school events, trips and visitors.
- Photos and results from school sports events.
- Class activities and successes.
- Key information, policies and reminders for parents that link to the website.
- Opportunities for parents to ask questions and share that information across the community.
- Key messages about local community news and events relevant to parents.
-

Administration

- Courtney Primary School has one Twitter account for whole-school/admin use; @CourtneyPrimary.
- The @CourtneyPrimary Tweets are not publicly available.
- E-mail notifications for @CourtneyPrimary are picked up by the school office team.
- The account credentials for @CourtneyPrimary are known by the Headteacher, the office staff and the teaching staff.

Code of Conduct

In addition to the E-Safety Policy and the Social Media Policy:

- Passwords must not be changed without the permission of the Headteacher or Computing Subject Leader.
- Tweeted photos will not include images of students who the school does not permission.
- Tweets will not compromise personal or professional reputations or the reputation of the school.
- The school's Twitter accounts will be used to promote E-Safety.
- Any inappropriate Tweets posted to @CourtneyPrimary will be copied, saved and then deleted. These then need to be logged on the e-safety record (on the shared drive) and dealt with by the Headteacher or Computing Subject Leader.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy, this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is contrary to the school's ethos and principles.
- The Governing Body will take appropriate action to protect the school's reputation and the reputation of all staff, parents, governors, children and anyone else directly linked to the school.