



# Twitter Policy and Guide for Acceptable Use

November 2020  
Review November 2021

## Purpose

- To share and celebrate the achievements, successes and school updates with parents and adult members of the school community.
- To be used for informal, positive information about school life
- To demonstrate safe and responsible use of social media.
- To encourage the use of 21<sup>st</sup> Century technology.

**@kewriversideps**

## The Kew Riverside Twitter account will:

- Run by the Headteacher. There may be occasions where the HT uses her personal devices. In such circumstances no photographs will be stored on personal devices and these devices will be regularly spot checked by a member of the Senior Leadership Team.
- Be used principally to be followed by staff, parents and other professionals in order to advertise the excellent work by staff, children, parents. Followers and comments are monitored regularly.
- Be a Public account.
- Welcome any referencing, mentions or interactions that showcase the school in a **positive light**.
- Only be able to receive replies on Twitter. This is not a platform to discuss or debate school related issues.
- **Only name classes and year groups, teachers and subjects. We will never name individual children. This is a safeguarding point and must be adhered to.**
- **Only post photographs of children that parents have consented to.**

## Senior Leadership will be responsible for:

- Changing the Twitter account password 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
- Use of # to generate further links/wider communication only with consent of the Headteacher.
- Encourage staff to follow the school profile but to remove any link that they may have in their own profile to Kew Riverside School. This is to protect their profile and reduce followers from the school community. Staff are not to mention the school in tweets from their own account, this is also the case for status updates on FB.
- The school will not reply, via Twitter, to any questions or comments made on Twitter in response to any of the school's tweets. Parents or members of the school community who have questions relating to school tweets are advised to contact the school in the usual way.
- In exceptional circumstances only the HT will respond to tweets, those which are deemed negative against the school community. Where possible such a tweet will be acknowledged and the author invited in to school to discuss the matter further. The original tweet will be deleted, therefore removing the negative response. The school community are expected to follow the GDPR policy, which has been shared with parents.

- Children are not invited or encouraged to use Twitter.

### **Specific staff responsibilities**

There are 2 named members of staff who can access Twitter account:

1. Nell Webb, Acting Headteacher
2. Rachel Roberts, Deputy DSL

### **E-Safety**

By endorsing Twitter we may be encouraging children to use Twitter so we will endeavour to reinforce the school's e-safety rules and Data Protection Act 2018:

- We will obtain consent for use of images. This form is valid for the period of time the child attends this school unless consent is withdrawn by parents/carers.
- The images we take will be of activities that show the school and children in a positive light.
- Embarrassing or distressing images or text will not be used. The images will not be associated with negative or sensitive issues.
- We may use group or class photographs or footage with very general labels e.g. 'science lesson'.
- We will only use images of pupils who are suitably dressed.
- We will make every effort to ensure that we do not allow images to be taken of any children for whom we do not have permission or who are 'at risk' or disallowed from having their photographs taken for legal or social reasons.
- We will take all reasonable measures to ensure the images are used solely for the purposes for which they are intended.

***See also Staff and Pupil Acceptable Use Agreements***