School Twitter Policy and Procedures

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Table of Contents

West Acton Primary School Twitter Procedures ........................................................................................................... 3
Through updating twitter we will ........................................................................................................................................ 3
Twitter Acceptable Use Policy ........................................................................................................................................... 3
Safeguarding ....................................................................................................................................................................... 3
Negative or Malicious communication .............................................................................................................................. 4
Malicious communications .................................................................................................................................................. 4
When is a comment defamatory? ......................................................................................................................................... 4
West Acton Primary School Twitter Procedures

Twitter is used, at West Acton Primary School, for sharing information (including web links, images or video clips as appropriate) about our school. It is used as a platform to effectively engage parents/carers who are often working, on the move and busy. It can also be used to inform prospective new families and staff about our school life.

Through updating twitter we will:

- Celebrate school events, activities and successes as well as highlighting pupils’ work
- Share photographs of pupils doing collaborative work, showcasing best practice or answer questions that arise during lessons
- Update parents about school trips or other school news, dates and advertise school events

Twitter Acceptable Use Policy

The policies, procedures and information within this document applies to all twitter posts posted on the West Acton twitter page.

Safeguarding

- All twitter posts will be created and or modified by the twitter lead and then sent to the head teacher for approval
- Only the twitter lead and head teacher will have access to the twitter account
- All class teachers will be given a list of pupils whose pictures are able to be posted online and it will be each teachers responsibility to ensure that pictures are not sent to the twitter lead with unauthorised pupils in them
- To ensure we are complying with GDPR, only first names and year groups will be posted when posting about work or other information about children
- When talking with children about the school twitter page, reference will be made to the schools acceptable use policy and online safety policy
- To ensure appropriateness all comments on twitter posts will be deleted by the twitter lead (negative, positive or neutral also)
- West Acton’s Twitter account will not allow comments on any posts; however, a small heart will be available to select to indicate ‘liking’ the post.
Negative or Malicious communication
Whilst the school’s twitter account will not publish any comments it is worth reminding stakeholders about the use of other twitter accounts. There will inevitably be times when, some stakeholders may be unhappy with something at school however using social media to complain about the schools, its pupils, parents/carers or staff is unacceptable. We ask that parents/carers continue to work together to resolve any issues first via the usual informal channels and if that is not successful, through the use of the school’s complaints procedure.

Malicious communications
The Malicious Communications Act 1988 states that it’s an offence to send another person a letter, electronic communication or article of any description which conveys:

- A message which is indecent or grossly offensive
- A threat
- Information which is false and known or believed to be false by the sender

The Act explains that people are guilty of this offence where they intend to cause distress or anxiety to the recipient or any other person.

When is a comment defamatory?
For a comment to count as 'defamation', it must cause, or be likely to cause, serious harm to the reputation of the claimant. The claimant can be an individual or your school.

This is set out in section 1 of the Defamation Act 2013.

Even if a comment doesn't directly name a person, it may still be 'defamatory' if an individual can easily be identified.

A comment can only count as 'defamation' if it was published to a third party.