



Fairholme Primary School Twitter Usage Guidelines



Aims of using Twitter:

- To quickly share and celebrate children's achievements, successes and school updates
- To connect with, and improve communication with, the local community and organisations associated with, or relevant to, the school
- To demonstrate safe and responsible use of social media

The school Twitter account will be maintained and run by a senior leader. The account will be a 'Public' account. Senior leaders will monitor followers and the school reserves the right to block any followers it chooses. This will include any followers who post unhelpful, unnecessary or negative comments about the school. In line with the school's social media policy and guidance, the school will not use Twitter to enter into conversations with parents, staff or other stakeholders in the school community, and discourages those within the school community to reply to tweets or create conversation threads on the school Twitter account.

The school Twitter account will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate school related issues.

The school Twitter account will follow educationally linked accounts, community accounts and those that fall within the interests and aims of the school. No personal accounts, unless they are educationally linked, will be followed (for example a children's author).

The school Twitter account will avoid using the names of any children.

The school Twitter account will be used to share positive messages about the school, to share events and learning (including photos of the children from time to time), and to share other information that may be useful to those who follow the school. The account may also be used to share news and information during a school trip. The account will be run by a senior teacher on a 3G connected phone for the period of the trip, but only with the prior permission of the Headteacher (in line with the school's code of conduct for staff and social networking policy). Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.

Individually targeted content will never be posted, e.g. "Well done Josh, a better lesson today".

Posts on the Twitter account may sometimes be fed through the school's channel on the Parent Hub app, by adding #parenthub to a tweet.