

# **Twitter Policy**

## **Krishna Avanti Primary School Harrow**

### **Rationale**

In this technology rich world our pupils, parents and the wider community live in, social media is increasingly part of our daily lives. The rationale behind this policy is to explain the acceptable use of Twitter, relating to the Krishna Avanti Primary School Harrow (KAPSH) account: @KAPSHHarrow. This policy will also aim to explain the purpose of Twitter at KAPSH, the benefits that will arise from its correct use and also how potential problems will be addressed.

### **Aims**

Our main aims for using Twitter are:

- To share and celebrate children's and school achievement, successes and updates
- To promote KAPSH as a forward thinking and progressive school, sharing all the wonderful opportunities we offer our children and community
- To demonstrate safe and responsible use of social media
- To share news and messages

Twitter will not be used to replace any current systems.

### **KAPSH Twitter Control and Usage**

The uploading of content will be controlled by members of the Senior Leadership Team. They alone will be responsible for password protection and uploading of content. Any photos taken on a phone, for the purpose of sharing on Twitter, will be immediately deleted once they have been shared.

The school Twitter account will share general school and class messages, information and news. It will also be used to share examples of children's work and photographic evidence of the children's activities and achievements. The school Twitter account will only tweet between the hours of 7am and 7pm between Monday and Friday. The only exceptions to these timings are for school events (e.g. sporting events, residential trips, performances) or to share urgent school news (e.g. closures due to adverse weather). The account may be used to share news and information during a school trip.

### **KAPSH Twitter Followers**

At KAPSH, we are fully committed to the safeguarding of all our children and staff. At present, the KAPSH 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 KAPSH Twitter account may do so as long as their Twitter account is secure and private. 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 KAPSH account will not actively seek to follow other users. However, exceptions maybe 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. Twitter has an age restriction of 13 years; therefore, it is inappropriate for our pupils to access it with a personal account of their own. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

### **Inappropriate Content and Referencing**

KAPSH welcomes any referencing, mentions, or interactions that posit the school in a positive light only. Therefore, KAPSH deems any of the following as inappropriate:

- Offensive language or remarks aimed at the school, staff, parents, Avanti Trust, 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, Avanti Trust 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.

### **Tweets and Images**

The KAPSH Twitter account will post photos of children, providing they have had prior permission from their parent/guardian. All parents/guardians have the right to opt out of Twitter permission at any time, via a formal email sent to the school office. The account will post photos of work and exciting learning happening at KAPSH.

### **Trial Period**

The school will trial using Twitter in Summer 2022 and not share any images with children's faces or name any children where sharing work. A message regarding permission will then be sent in the Autumn Term 2022 with a clear deadline. The school will then use that permission request when posting photos and sharing work.

**KAPSH Twitter Account: @KAPSHHarrow**

### **More Information**

Twitter's own safety rules can be read on:

<https://help.twitter.com/en/rules-and-policies/twitter-rules>