

TWITTER / FACEBOOK POLICY

Last reviewed: February 2017

Date for next review: February 2019



Ashton Hayes Primary School

Church Road, Ashton Hayes, Chester, Cheshire CH3 8AB



Cheshire West
and Chester



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Ashton Hayes Primary – Twitter / Facebook Policy

Related Policies *Online Safety Policy, Acceptable use policy.*

Twitter / Facebook Policy outline

The aim of this policy is to explain acceptable use of Twitter and Facebook relating to Ashton Hayes Primary school Twitter account (@AshtonHayesPS) and Facebook page for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter and Facebook in Ashton Hayes Primary School and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.

Aims of Using Twitter and Facebook

Ashton Hayes Primary School Twitter and Facebook accounts will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors and to celebrate the success and achievements of the children. Similarly, they will also contain information detailing specific events in school. The aim of this is to run alongside more traditional methods like sending home letters, the website and text service. Twitter and Facebook will not be used to replace these current systems. Whilst using Twitter and Facebook, all staff will demonstrate safe and responsible use of social media.

Twitter and Facebook control and usage

The content will be monitored by members of the Senior Leadership Team and a selection of approved staff. They alone will be responsible for password protection and following of other users. The Ashton Hayes Twitter and Facebook accounts will primarily tweet and message between the hours of 8am and 6pm between Monday and Friday. Tweets and messages outside of this time will usually be for school events (e.g. residential trips, performances) or to share urgent school news (e.g. closers due to adverse weather). Private messages will only be sent to organise visits, visitors and anything educational related

Twitter and Facebook followers

At present, the Ashton Hayes Primary Twitter and Facebook accounts are 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 Ashton Hayes Primary Twitter and Facebook account may do so as long as their Twitter and Facebook account is secure and private. If staff have Twitter or Facebook accounts, they are advised to keep them safe and private. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.

The account will only follow Twitter and Facebook users directly linked to education and these are to be made only by the SLT. In order to protect ourselves from inappropriate content being distributed into our news feeds, the Ashton Hayes Primary accounts will not actively seek to follow other users. However, exceptions may be 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 SLT. The Twitter and Facebook accounts 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.

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

- Offensive language or remarks aimed at the school, its staff, parents, governors 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, governors 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 and Facebook. Furthermore, incidents of a more serious nature may be reported to the appropriate authority.

School Events

It is stated at the beginning of each school event that photographs may be taken but in no circumstances should they be posted onto any form of social media – they are for the user's personal use only.

Other Social Media

The school does not use any other form of social media. The guidance and rules set out in this policy remain the same for users of other social media platforms (Instagram etc.).

Tweets and images from our account.

The Ashton Hayes Primary Twitter and Facebook account will not post photos of children whose parents have not given consent and will usually not use children's names when presented with an image. In occasional instances where a child's name is used, only their first name will be posted and parental consent sought.

Tweets and messages must be grammatically correct and be of a positive nature. Personal opinions and derogatory comments will not be posted under any circumstances.

Concerns regarding tweets to and from our account must be brought to the attention of the SLT immediately.

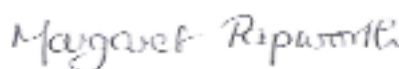
Twitter's own safety rules can be read on: <https://support.twitter.com/groups/56-policies-violations>.

Signed Headteacher:



Date: February 2017

Signed Chair of Governors:



Date: February 2017