# Social Media Code of Conduct for School Twitter Account

**Introduction**

Twitter is a great Social Networking service that allows you to send chunks of bitesize information in 240 characters or less. Known as a “microblogging” service it was conceived in much the same way as Facebook; to share information with a small group of people.

The ways in which Twitter is being used is immense; for example:

* As a teaching and learning tool for working together (collaborative).
* To communicate with your friends and family overseas. To follow your favourite bands, musicians and other celebrities.
* As an emergency communication system.
* To make things more engaging, for example TV shows and conferences.
* News networks and as a sales/marketing tool….

Our school will use a Twitter account for bullet points 1,3 and 5.

Social media and social networking sites play an important role in the lives of many youngsters. We recognise that sites bring risks, but equally there are many benefits to be reaped. This document gives clarity to the way in which social media are to be used by pupils, parents and school staff at Sutton Manor Primary School.

**Aims of Using Twitter:**

To quickly share and celebrate children’s achievements, successes and school updates. To demonstrate safe and responsible use of social media

All social media services must be approved by the Headteacher in advance of any educational work being undertaken.

**TWITTER – Security Settings and Safe Use**

* Only the SLT will have access to the official school twitter account.

**Policies and guidance that must be read and adhered to alongside this code of conduct:**

* St Helens Council Social Media Policy
* E safety policy
* Social media code of conduct

A council and school Social Media Agreement has been signed by the Headteacher and approved by the Governing Body.

**Twitter etiquette**

Any Tweets from the official school account will be grammatically correct and written in Standard English. Tweets will not contain ‘text language’ such as: lol, gr8 or l8r. Some tweets may contain hashtags. Hashtags (for example; #edchat or #PrimaryRocks) may be added to the end of tweets that enable tweets to be added to a collection of other related tweets that are generally viewed by more people.

**Safeguarding pupils**

* In order to safeguard the pupils at Sutton Manor Primary School no names of pupils will be used alongside any pictures of pupils.
* Sutton Manor Primary School seeks photographic consent of all the pupils.
* Tweets sent by Sutton Manor Primary School will adhere to this list.

**Who can follow Sutton Manor Primary School?**

Anyone can follow the school’s Twitter account. Weekly checks will take place by a member of the SLT to check recent followers. Any user following the school account that is deemed unsuitable or not adding any value to the school will be blocked. A member of the SLT will make this decision on a case-by-case basis. Parents will be encouraged to follow the official school account to receive the information the school is posting up to Twitter.

**What is inappropriate content and referencing and how will it be dealt with?**

* Sutton Manor Primary School welcomes referencing, interaction or mentions. Sutton Manor 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;
* Unsuitable images or content finding its way from another’s account into Sutton Manor Primary School 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 reported to Twitter and its users will be blocked. Furthermore, incidents of a more serious nature may be reported to the appropriate authority

* The school Twitter account will only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed. For example a children’s author.
* 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 will change the Twitter account password on a termly basis.
* Individually targeted content will not be posted e.g. “Well done Josh a better lesson today”
* Twitter’s own safety rules can be read on: <https://support.twitter.com/groups/33-report-abuse-or-policyviolations#topic_166>

**Extract taken from St Helen’s council Social Media Policy**

**Social Media for Business Use**

6.1 A Social Media User Agreement must be signed by the appropriate Employee who must

ensure it is abided by at all times.

6.2 Social Media must not be used to publish any content which may result in actions for

defamation, discrimination, breaches of copyright, data protection or other claims for

damages. This includes but is not limited to material of an illegal, sexual or offensive nature

that may bring the Council into disrepute.

6.3 Council representatives should identify themselves as such where appropriate on Social

Media tools. This would include providing additional and appropriate information in user

profiles.

6.4 Council representatives should ensure that any contributions they make are professional

and uphold the reputation of the Council and are in accordance with the conditions of this

Policy.

6.5 Any Social Media website or link that is being officially used by the Council should be

explicitly referred to on a section of the corporate (www.sthelens.gov.uk) website

homepage or Social Media page, so that users of online services can determine if content

on a site or link is being legitimately provided by the Council.