



Struthers Primary School and Early Years Centre

Twitter Policy

2016/17



Introduction

The main purpose of Twitter is to provide information. A school Twitter can have several important roles including:

- ✓ To promote the school
- ✓ To provide information to current and prospective parents and teachers as well as the wider community
- ✓ To act as a communication channel
- ✓ To showcase examples of pupils' work – in words, pictures, sound or movie clips
- ✓ To improve pupil learning
- ✓ To raise standards in learning and teaching

Parental involvement

The Scottish Schools (Parental Involvement) Act 2006 places a duty on education authorities to promote parental involvement to help parents and carers become more involved with their child's education and learning. Developing effective communication systems with parents is an essential feature of this legislation. A school Twitter is one way we can communicate with parents to provide:

- ✓ Information about what their child is learning
- ✓ Information about events and activities at the school
- ✓ Advice / help on how they can support their child's learning
- ✓ Information about opportunities to be involved in the school
- ✓ Provide links to events in the community

The sharing of information and ideas enhances the work of the school and encourages links to strengthen our partnership with parents in particular. **Under no circumstances should a child's photograph be uploaded to twitter unless permission has been given by the parent/carer.**

Privacy and child protection

Children's safety has to be paramount on the Internet. Overall, schools should ensure that no individual child can be identified or contacted as a result of a visitor using the school Twitter.

The following points should be adhered to when publishing material on school Twitter:

- ✓ Under no circumstances will schools associate a photograph of a pupil with their name
- ✓ It is recommended that pupil's names are not published on Twitter. Where it is required, then the first name only will be used
- ✓ Consider using group photos rather than photos of individual pupils
- ✓ Only use images of pupils in suitable dress to reduce the risk of inappropriate use
- ✓ It is recommended that adults should be identified by the use of their title and last name only
- ✓ No personal details, addresses or email-addresses should be published for adults or pupils
- ✓ Be civil, tasteful and relevant
- ✓ Don't post messages that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- ✓ Don't swear
- ✓ Don't post content copied from elsewhere, for which you do not own the copyright
- ✓ Don't post the same message, or very similar messages, more than once (also called "spamming")
- ✓ Don't publicise your, or anyone else's, personal information, such as contact details
- ✓ Don't advertise products or services
- ✓ Don't impersonate someone else
- ✓ Don't post any political comments