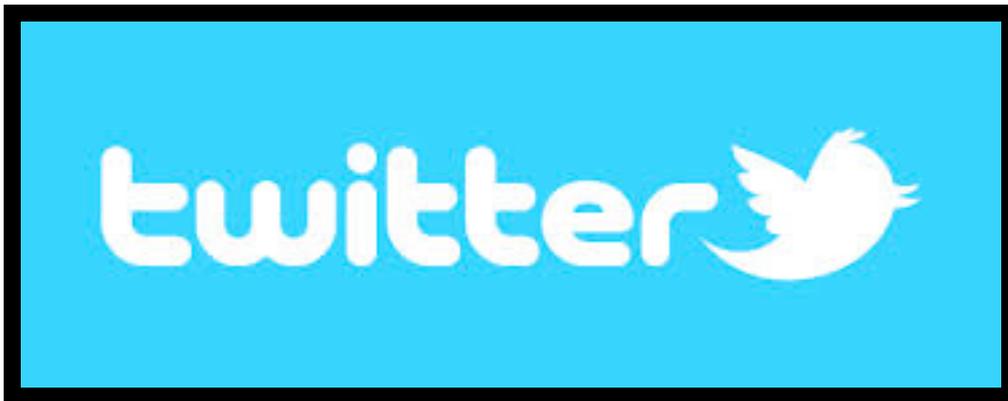


Prescot Primary School

Code of Conduct for Twitter



Prescot County Primary School

Putting the learner first

Introduction

The purpose of this document is to ensure a consistent, acceptable approach to Twitter throughout the whole school.

What is Twitter?

Twitter is a service that delivers bite-size chunks of information in 140 characters or less and allows you to connect and engage and collaborate with others for a variety of reasons.

Twitter users are able to follow or be followed. To follow somebody/thing ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear.

Why use Twitter?

Here are some of the main reasons why we use Twitter:

- We use Twitter to broadcast what is going on in school. Twitter allows us to quickly communicate news, events and important information as well as showcasing children's work in an instant!
- Twitter allows us as a school to collaborate, sharing ideas between staff, parents and pupils. We can also collaborate by following schools from other cities or countries!
- Twitter is a great way of gathering feedback and responses from children, parents or visitors to school.
- A Twitter account is a great marketing tool, to celebrate and highlight all of the wonderful work that we do!
- Twitter is a great way of instantly sending/receiving information or notices that doesn't involve paper or photocopying! Think economy!

Who controls content for our Twitter accounts?

The uploading of content will be controlled by the teachers within each year group - or the leaders of ASC or the Canteen - and the members of the Senior Leadership Team. They will be responsible for password protection and the updating and checking of their Twitter feed.

Who will we follow?

In order to protect itself from inappropriate content being distributed into its news feed, @prescotprimary, and the yeargroup accounts, will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school. Once again, these will be decided on a case-by-case basis at the discretion of the SLT.

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

@prescotprimary and @yeargroup welcome any referencing, mentions, or interactions that show the school in a positive light only. Therefore, Prescott 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 the @prescotprimary/yeargroups feed.
- * Images or text that infringe upon copyright;

Comments that aim to undermine the school, its staff, parents, governor or others affiliated with the school are unacceptable. 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 appropriate authority.

Key points to note:

- Twitter is for the use of classes and the school to broadcast information and showcase work. It should not be used by the children independently, (age restriction is 13 years)
- Parents are invited to follow their class and the school.
- Teachers can choose to follow other similar classes worldwide.
- Parents should sign to agree that their child's photographs can be used on Twitter. No consent = no photo.
- Positive posts only please!
- Any negative posts to be dealt with immediately.