



Social Media Policy

Aims of Using Twitter and Facebook:

To quickly share and celebrate children's achievements, successes and academy updates.

To demonstrate safe and responsible use of social media

To encourage the use of 21st Century technology

- The academy Twitter and Facebook accounts will be run by a senior leader or designated members of staff.
- The academy Twitter and Facebook accounts will be a Public account (February 2014). Senior leaders or the designated members of staff will monitor the followers and block any who appear to not be academy focused.
- The academy Twitter and Facebook accounts will be used to give information about academy events (e.g. football matches, residential trips, performances), celebrate successes and achievements, or to share urgent academy news (e.g. closures due to adverse weather).
- The academy Twitter accounts will only follow educationally linked accounts. No personal accounts, unless they are educationally linked (e.g. a children's author), will be followed.
- The academy Twitter accounts will not reply to any 'replies' on Twitter. This is not the platform to discuss or debate academy related issues.
- The academy Twitter accounts will only use children's first names when referencing children.
- The academy Twitter and Facebook accounts will only post images of pupils where parental consent has been granted. Parents are asked to sign the 'Image Consent Form' at the start of their child's time at the academy.
- The academy Twitter and Facebook accounts will use the platforms to share positive messages about the academy.
- The account may be used to share news and information during sporting events. The account will be run by a senior teacher or designated member of staff on a 3G connected phone for the period of the event. Photos taken on the phone for the purpose of sharing on Twitter will be deleted once they have been shared.
- *Individually targeted content* will not be posted e.g. "Well done Josh a better lesson today". Tweets to a year group or class along the lines of "don't forget the..." are acceptable. However always think about the most effective way to communicate important information - Twitter or Facebook may not be the best option.
- Use of the @twittername of others is to be avoided. For example "excited about @dexnott speaking to us".
- By endorsing Twitter and Facebook, we may be encouraging children to use social media,

therefore we reinforce e-safety rules such as “Never tweet anything that would be potentially upsetting; make sure you know how to report anything you find that disturbs you; be careful who you talk to as they may not be all they appear; never meet anyone from twitter world without telling your parents.” etc.

- Twitter’s own safety rules and guidance can be read on:

<https://about.twitter.com/safety>

- Facebook’s own safety rules and guidance can be read on:

<https://www.facebook.com/safety>

Policy reviewed Jan 2019

Policy for review Jan 2021