



St Joseph's Catholic Voluntary Academy



Part of the Corpus Christi Catholic Academy Trust

"Believe Achieve, Succeed"

Under Saint Joseph's guardianship and protection, we will be supported to achieve and succeed in the things the Lord wants us to do.

Twitter Policy

Reviewed: January 2019

St Joseph's Catholic Primary Academy seeks to represent the Gospel teachings of Jesus Christ and the teaching of the Catholic Church as we strive to develop the talents of every member of our community.

1. Our Aim

To provide a framework for the use of the St Joseph's Twitter account for all members of staff.

2. Objectives

- To define the uses of the Twitter account
- To set clear guidelines for staff when uploading content onto the twitter account
- To ensure the use of the Twitter account is consistent with the Catholic ethos of the school

3. Purpose

The school Twitter page will be used principally to share and celebrate the successes of the children and school with staff, parents, governors, other professionals and the wider community. The primary use of the school Twitter account @StJosephsCVA will be to share information detailing special events in school. The aim of this is to run alongside more traditional methods of communication e.g. parentmail.

Each member of staff will be responsible for uploading content regularly. This could include, sharing examples of outstanding work, celebrations, achievements, education visits or residential visits and sporting events.

4. Twitter Protocols

- The Twitter account will be a secure account to promote school activities and primarily for parents with children at the school.
- The Headteacher will be the administrator of the account.
- St Joseph's will encourage teaching staff, governors and parents (of pupils) to be followers and will monitor and block any followers deemed inappropriate.
- St Joseph's will only follow other users who have clear benefits to the school (e.g. other educational establishments or organisations who work with children, local media). These will be decided on a case-by-case basis at the discretion of any member of the SLT.
- Only designated, trained staff users will be able to upload content for the Twitter page.
- All content should be education focused or celebrating achievements at St Joseph's .
- All posts will use appropriate and Standard English that contains correct spelling, grammar and punctuation.
- Hashtags are permitted, but only those that are relevant and in keeping with the Catholic ethos of the school.
- Children will never be named directly in any way.
- Children with parents who have withdrawn permission for the school to use their images should never be featured on the school's twitter account. Designated users must check the list of those unable to have photos tweeted before posting.

- Only school equipment i.e. iPads/iPods should be used to post to the Twitter account. No personal mobile phones or tablets should be used.
- The Headteacher will have access to the account beyond the designated iPads to vet any inappropriate external content.
- The Headteacher will actively monitor the Twitter account @StJosephsCVA on a daily basis for direct messages and any tweets that require a response.
- 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.
- The direct messaging feature will only be used by the Head teacher.
- Only members of the SLT will be able to give permission for designated users to like, retweet, reply or follow other twitter accounts.
- Staff should refrain from using Twitter to endorse political positions on issues where the teaching of the Catholic Church is not clear e.g. BREXIT or where those political positions are contrary to the Church's teaching e.g. Voluntary euthanasia.

5. Compliance

All designated users must sign to confirm that they agree to follow the school's twitter policy and procedures outlined above.

Michael M^c Gowan

Signed.....

Dated.....January 2019.....