

Redbourn Primary School



Twitter Policy

Implemented:	July 2022
Last Reviewed:	December 2025
Next Review date:	December 2028

The rationale of this policy is to explain acceptable use of Twitter relating to Redbourn Primary School's Twitter account: **@PrimaryRedbourn**. This policy relates to staff, children, parents/carers and governors. The policy will explain the purpose of Twitter at Redbourn Primary School and the benefits that will arise from its proper use. It will also outline the necessary steps taken to ensure online safety when using this communication tool.

Why share learning?

We believe that involving parents/carers in their child's learning is crucial if we are to care for and develop the whole child. We view equipping parents/carers to support their child's learning as part of our responsibility in educating children. This includes communicating the learning which takes place to facilitate parents'/carers' conversations with their child. We value parents'/carers' role in their child's learning and want to empower parents/carers of children at Redbourn Primary in this area.

What is Twitter?

Twitter can be used online or as an app. It is a social media platform which delivers bite-size chunks of information in 140 characters or less (called a 'Tweet') and is used primarily as a method of communication. It allows users to connect, engage and collaborate with others. Photos and videos can be attached to Tweets.

Twitter users are able to follow each other, or be followed, though privacy settings can determine who is allowed to follow specific accounts. Followers of **@PrimaryRedbourn** will see all tweets posted by Redbourn Primary School in their news feed.

Why do we use Twitter?

At Redbourn Primary School we are very proud of the learning opportunities and experiences afforded to our pupils. We also understand how important it is for parents/carers to feel informed, connected and included in their child's learning. Our aim is that Twitter will allow parents/carers to see photos from the Year 5 and 6 residential.

What we commit to posting on Twitter

- When Year 5 and 6 are away on a residential trip, Twitter will be used to share daily activities and updates.
- To ensure compliance with our Data Protection Policy, names of specific children will not be included in any Tweets.

Who can see our Twitter posts?

The **@PrimaryRedbourn** Twitter account is a **private** account. This means access must be requested by anyone wanting to access the feed.

- Only parents/carers of children currently on roll in Year 5 and 6 at Redbourn Primary School will be given access the **@PrimaryRedbourn** Twitter feed.
- Current governors, teachers, support staff, the office team and the site managers are also granted access upon request.
- To safeguard our children and staff and to create a closed community which represents a digital extension of our school, we will not accept requests from grandparents or other relatives (unless principal carers), except in exceptional circumstances and at the discretion of the Headteacher. An email should be sent to Admin@redbournprimary.co.uk to discuss any exceptional circumstances.
- No requests from businesses, media organisations, political figures, services or charities will be accepted under any circumstance.
- Twitter states in its Privacy Policy that its service is not directed to persons under the age of 13, therefore, our pupils will not be granted access if making a request via their own Twitter account. We encourage parents/carers to show children the feed from their own adult account if they wish to share information or images.

How is access requested and accepted?

The first time a user attempts to access **@PrimaryRedbourn** they will be prompted to request access and the Office Manager at Redbourn Primary School will receive a notification.

- The notification appears as an email address. For example: *BirtRogers@gmail.com would like to follow your feed.*
- If the Office Manager is unable to confirm the identity of a person requesting access, based on the email address, access will not be granted. We recommend emailing admin@redbournprimary.co.uk to notify the Office Manager if you have made a request. Please include the email address they will have received via Twitter.
- Only Twitter accounts linked to a **personal email address** will be accepted.
- Accounts linked to an email address for a business or place of work will be rejected.

Likes and Comments: acceptable use

- Followers of **@PrimaryRedbourn** may 'like' and comment on any of the information and photos posted by staff.
- We welcome followers' engagement with our Twitter feed in the form of 'likes'.
- Positive comments are also very welcome. They can be seen by all followers of **@PrimaryRedbourn**. The 'Acceptable Use of IT Agreement' for all pupils and parents/carers must be followed when making any comments.
- Please direct any concerns, queries or constructive feedback to admin@redbournprimary.co.uk
- Any comments considered inappropriate will be removed by the account administrator.

Consent

- All parents/carers are asked to give consent for their children's image to be used by the school when a child joins the role.
- Where permission has not been granted, no photo will be used where that child can be identified.
- At times, an image of the whole class may be posted on Twitter. Where a teacher judges it will cause distress to a child to be excluded from a photo, the photo will be taken and the child's face and any other identifying features will be blurred out before any image is published.

Online safety

- **@PrimaryRedbourn** will not enter into private discussions with others.
- **@PrimaryRedbourn** will be a private account, searchable through the Twitter website. This means that the account's tweets are protected and only confirmed followers will have access to **@PrimaryRedbourn**'s tweets and profile.
- **@PrimaryRedbourn**'s tweets cannot be re-tweeted (RT).
- To avoid posts becoming visible to a wider audience, **@PrimaryRedbourn**'s tweets will not use the 'hashtag' function without prior agreement from parent/carers of any child in the image.
- Only followers of **@PrimaryRedbourn** can comment on a tweet. This comment is visible to all followers of **@PrimaryRedbourn**.
- It is not possible for anyone to 'direct message' (DM) the administrator unless they are an accepted follower of **@PrimaryRedbourn**.