



Prestonfield Primary - Twitter Policy

Aim

At Prestonfield Primary we use Twitter to share and celebrate learning.

What is Twitter?

Twitter is a social media platform where users update followers in the form of 280 character posts. Twitter enables individuals, groups or companies to communicate with lots of people very quickly.

When a user posts from a Twitter account all of their followers see the message on their timeline. If a follower retweets a post, all of their followers see that message too on their timeline. Users can also comment on posts; their own, other users or posts from unfollowed 'open' accounts. Posts can also be seen more widely by anyone searching using a search engine.

Hashtags are a big part of Twitter. A hashtag is used to connect conversations together across Twitter. Therefore, any post with a hashtag; E.g. #learning, would be part of search results for #learning.

You can also direct message another user using Twitter, meaning this message is privately viewable by the person who runs that account and can be responded to. Additionally, you can tag someone in your post; i.e. if you attach @Prestonfield to a post the school account is notified of the post. **The school does not respond to direct messages on Twitter.**

What Happens When a Tweet is sent?

When you send a Tweet; anyone who follows you, anyone you tag (E.G. @Prestonfield), anyone who searches a hashtag included in your Tweet (E.G. #learning), anyone who follows someone who likes your Tweet, anyone who follows anyone who retweets your Tweet will see it and anyone following you gets a notification via Twitter. This means your content can spread widely, quickly.

Child Protection

To access settings, click on the small icon of your avatar on the top right and select 'Settings and Privacy'.

In the 'Privacy' section, Tweet location should be unticked, photo location should be set as do not and direct messages should be unticked.

No children should be tagged on social media; meaning, **children's names must not appear on Twitter posts**. If a child appears in a picture it is important that there is no information that could result in that child being identified. This means class account names must be that



of their teacher. These accounts will appear in this format: @MsSmithPPS. Accounts must contain information about the class that the children are in.

Before using Twitter, individuals must have read this Twitter Policy, the council policy on videoing and photographing pupils in educational establishments, the GTCS leaflet (link at the end of the policy) and the school's child protection policy.

These documents can all be found on the staff Teams pages.

Structure

There is a Prestonfield Primary School Twitter account and each teacher may also have an account.

A teacher's account must be:

- In the format of @NAMEPPS (e.g @MrJonesPPS @MsSmithPPS)
- linked to their City of Edinburgh Prestonfield email address.
- used in line with this policy and solely for the purposes of celebrating learning at Prestonfield Primary School
- used in their capacity as a teacher/employee of City of Edinburgh
- archived and the archive passed to the Head Teacher if the teacher leaves the school (see appendix 1)
- deleted after being archived upon leaving the school (see appendix 2)

The Head Teacher is responsible for the Prestonfield school account with individual class teachers responsible for a class account.

- Where the Head Teacher leaves the school the account information will be held with the Business Manager until a new Head Teacher is in post.

Content

The Head Teacher will use the school account to update families on the life of the school. Therefore, any posts that are of interest to parents of multiple classes should be posted on the Prestonfield Twitter page by the Head Teacher.

Class Teachers should use their class account to update families on learning in the classroom. Children should be involved in this where possible but should not use the account unsupervised. Posts should be designed to communicate learning to parents to enable them to have reflective conversations at home with their child about learning.

The school account and all teacher/class accounts should **not use hashtags or tag other Twitter users** in their posts as it is unsafe to advertise the life of the school to Twitter users out with the school community.



Followers

We are using Twitter to share learning within the school community. Therefore, if you recognise the Twitter handle allow them to keep following you.

If you do not recognise the account that is following you then they should be blocked.

Devices

Tweets can be sent from personal devices as long as pictures are not saved on these devices. Pictures taken on personal devices but must be completely deleted immediately after tweeting.

Tweeting Times

To ensure boundaries between school life and home life it is suggested that colleagues only Tweet during a working day (8am – 5pm).

Wider policies

Teachers use twitter in accordance with their obligations to the GTCS professional standards, professional code and City of Edinburgh guidance.

A helpful leaflet has been produced by GTCS that all staff should read and consider when they are using Twitter - in particular the section titled ***your school's account***.

http://gtcsnew.gtcs.org.uk/web/FILES/the-standards/GTCS_guidance_engaging_online.pdf

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Appendix 1

What happens to a twitter account when a teacher leaves the school?

The twitter account should be archived as follows:

The following steps have been taken from the Twitter Help centre.

<https://help.twitter.com/en/managing-your-account/how-to-download-your-twitter-archive>

1. A school desktop or laptop computer should be used.
2. One week before the last day of a teacher's last term at the school the following actions should be completed.
 - a. Go to your Account settings by clicking on the **more** icon in the navigation bar, and selecting **Your account** from the menu.
 - b. Click on **Download an archive of your data**.
 - c. Enter your password under **Download an archive of your data**, then click **Confirm**.
 - d. Verify your identity by clicking **Send code** to your email address and/or phone number on file. If you do not have an email address or phone number on file, you will be redirected to the **Account information** page.
 - e. Enter the code sent to your email address and/or phone number.
 - f. After verifying your identity, click the **Request data** button. If your Twitter account is connected to Periscope, you'll have the option to request an archive of your Periscope data on Periscope directly.
 - g. When your download is ready, we'll send an email to your connected email account or a push notification if you have the app installed. From your **settings**, you can click the **Download data** button under the **Download data** section.
 - h. Once you receive the email, click the **Download** button while logged in to your Twitter account and download a .zip file of your Twitter archive.
 - i. The .zip file should then be emailed to the Head Teacher immediately.

After the steps above are followed the twitter account should be deactivated by following the steps in Appendix 2



Appendix 2

After archiving a twitter account and emailing the archive to the Head Teacher the account itself should be deactivated:

<https://help.twitter.com/en/managing-your-account/how-to-deactivate-twitter-account#deleting-your-twitter>

1. A school desktop or laptop computer should be used.
 - a. Click on the **More** icon and then click on **Settings and privacy** from the drop-down menu
 - b. From the [Your account](#) tab, click on [Deactivate your account](#).
 - c. Read the account deactivation information, then click **Deactivate**.
 - d. Enter your password when prompted and confirm that you want to proceed by clicking the **Deactivate account** button.

After 30 days from completing the steps above the account will be automatically and permanently deleted.

End.