Twitter Policy

Albright
Education Centre

Sandwell Home and Hospital Tuition Service

Signed by Chair of Governors:	
Date ratified by Governing Body:	12.07.2023
Date of Review:	12.07.2026

Rationale

The aim of this policy is to explain acceptable use of Twitter relating to Albright Education Centre's school Twitter account (@AlbrightCentre) for staff, pupils, parents and governors. The policy will therefore aim to explain the purpose of Twitter in Albright Education Centre and the benefits that will arise from its proper use, and also deal with any potential pitfalls from using social media.
Albright Education Centre's Twitter account will be used and followed principally by staff, parents and other professionals in order to advertise the excellent work by staff, pupils, parents and governors and to celebrate the success and achievements of the children. Similarly, it will also contain information detailing special events in school. The aim of this is to run alongside more traditional methods like sending home letters, the website and text service. Twitter will not be used to replace these current systems. Whilst using Twitter, all staff will demonstrate safe and responsible use of social media.

Twitter control and usage

The uploading of content will be controlled by members of the Senior Leadership Team and Office Manager. They alone will be responsible for password protection and uploading of content. The Albright account will only tweet between the hours of 7am and 8pm between Monday and Friday. The only time tweets outside of this time are for school events or to share urgent school news (e.g. closers due to adverse weather).
No private messages will be sent using this Twitter account. Any contact to followers should be made using other methods.

Twitter followers

At present, the Albright Twitter account is open to all followers. However, we reserve the right to block accounts deemed inappropriate or offensive to ourselves and/or others. Staff wishing to follow the Albright Twitter account may do so as long as their twitter account is secure and private. Under no circumstances should staff members follow parents or students. Professional accounts should be used to advertise the school in a positive light and promote useful information to their followers.
In order to protect ourselves from inappropriate content being distributed into our news feeds, the Albright account will not actively seek to follow other users. However, exceptions may be made where following an @ handle has obvious benefits to the school (children's author or an educational account). Once again, these will be decided on a case-by-case basis at the discretion of the user. The Twitter account should be used more as a distributor of information to those who follow it and not as a receiver of information.

Inappropriate content and referencing

Albright Education Centre welcomes any referencing, mentions, or interactions that position the school in a positive light only. Therefore, Albright Education Centre 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.
- Images or text that infringe upon copyright.
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school.
- 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 police.

Tweets and images

The Albright Twitter account will not post photos of children without prior permission from their parent/carer. It will post photos of work and learning. For example we may share a photo of a child creating a piece of artwork that features the child's hands or back of the head.

Twitter's own safety rules can be read on:
https://support.twitter.com/groups/56-policies-violations.

This policy should be read in conjunction with the following policies:

IT policy

Online Safety Policy

Staff code of conduct