



ACCEPTABLE TWITTER USE POLICY

Introduction

Woodhouse Academy's Twitter account has been set up for the purpose of distributing administrative messages, and promoting school activities and achievements. Woodhouse Academy's Acceptable Twitter Policy should be used in conjunction with the school's Use of Networking Sites & Electronic Media Sites Policy.

Administration

Woodhouse Academy has one Twitter account, a general account for whole-school/admin use.

Tweets are private; only recognised accounts will be approved as followers. If there is any uncertainty about the identity of a potential follower, the request to follow will be declined. E-mail notifications for the school Twitter account are picked up by Mrs Spender (the Twitter administrator) and the Network Manager.

The account credentials for school Twitter account are known by the Principle, the Twitter administrator, the Business Manager, and the Network Support team.

Code of Conduct

In addition to the Use of Networking Sites & Electronic Media Sites Policy:

- Passwords must not be changed without the permission of the Network Manager.
- Tweeted photos will not include images of students where those students can be identified.
- Tweets will not compromise personal or professional reputations or the reputation of the school.
- The school's Twitter accounts will be used to promote E-Safety, and when informing students of the school's Twitter account, care will be taken to advise the students on safe and responsible use of social networking sites.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy, this may result in action being taken under the Disciplinary Procedure.
- A breach of this policy will be considered to be a serious disciplinary offence which is contrary to the school's ethos and principles.
- The Governing Body will take appropriate action to protect the school's reputation and the reputation of all staff, parents, governors, children and anyone else directly linked to the school.