



**BRANNEL SCHOOL**

**ACCEPTABLE  
TWITTER USE  
POLICY**

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Next Review: Summer 2016

## **Introduction**

Brannel School's Twitter accounts have been set up for the purpose of distributing administrative messages, and promoting school activities and achievements. Brannel School's Acceptable Twitter Policy should be used in conjunction with the school's IT Acceptable Use Policy, the E-Safety Policy and the Social Networking Policy.

## **Administration**

- Brannel School has two Twitter accounts, a general account for whole-school/admin use, @BrannelSchool, and one for the PE department, @brannelpe.
- The @BrannelSchool Tweets are publicly available, but @brannelpe 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 @BrannelSchool are picked up by the Network Manager and the Assistant Network Manager. E-mail notifications for @brannelpe are picked up by a designated member of the PE department who has the additional alias of [pe@brannel.com](mailto:pe@brannel.com) on their e-mail account.
- The account credentials for @BrannelSchool are known by the Headteacher, the Headteachers PA and the Network Support team. The account credentials for @brannelpe are known by PE staff and the Network Support team.

## **Code of Conduct**

In addition to the IT Acceptable Use Policy, the E-Safety Policy and the Social Networking 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.
- The accounts will not be used to follow students or ex-students under the age of 21 years.
- 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 accounts 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