



Hertfordshire County Council
KILLIGREW PRIMARY SCHOOL

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Head teacher ~ T Mylotte

7th September 2017

Dear Parents/Carers,

In the technology rich world in which we live, social media is an integral part of daily life. Therefore we have decided that we are going to launch a school Twitter account in September 2017 to allow parents and carers to see what is happening within the school community. Our account can be found using *@KilligrewSchool*

The school Twitter account will be used to communicate the excellent work carried out in school and to celebrate the success and achievements of the children. It can be followed by parents, carers and staff. As a school, we may also follow professional educational Twitter accounts which offer ideas for improving learning for children. We will use the Twitter account to make announcements to parents. However, this will be alongside our usual methods of parent communication. We have completed a full risk assessment and policy review prior to launching the account and following this we have decided that our account will be a 'closed' account. This means that we have to accept people as followers rather than it being open to everyone at point of contact. We also need to emphasise that, whilst we welcome positive comments and feedback, the account is not a medium for communication between parents and the school. Before we accept followers we require them to read and sign the code of conduct detailed below.

Code of Conduct

The following comments, actions or references are not permitted and the user will be immediately removed, blocked, and, depending on the nature of the comment, reported to Twitter:

- **Retweeting photos or images from the school Twitter account**
 - **Use by children aged 13 years or under**
- Offensive language or remarks aimed at the school, its staff, parents, governors, pupils or wider community affiliated with the school
- Comments that aim to undermine the school, its staff, parents, governors or others affiliated with the school
- Unsuitable images or content posted onto its feed (deemed inappropriate by the school account managers)
 - Extremist or radical views or opinions in line with our Prevent duty
 - Images or text that infringe upon copyright
 - Advertising of goods and services

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In line with our usual social media protocols we also require permission to use images of your child on social media. **We have decided to make this an ‘opt out’ choice, so you will need to tick the box on the form below if you do not give photo permission.**

If you are happy for your child’s image to be used they will only ever be referenced by their first name. On occasion we may use whole class images, but we will blur the faces of children who do not have permission to appear on the account. This is to preserve their anonymity when they appear in a group shot, but also enable other parents to enjoy the posting.

As the account is ‘closed’ we will need to be able to identify you from your own Twitter account handle. *If you provide this then we recommend that you check your own account to make sure you are happy with the privacy settings.* If each parent has a Twitter account please complete 2 permission slips. A guide to Twitter’s own safety rules is referenced here: <https://support.twitter.com/articles/18311#> If you have any questions about the information noted in this letter please contact the school via admin@killigrew.herts.sch.uk

We hope to launch the account in September 2017, so would ask that if you want to be linked to the account when we go live, you return the slip below by the 15th September 2017.

Yours sincerely,
Mrs Karen Morley
Deputy Head Teacher

Choose Option 1 or Option 2

Option 1

I **do not** wish to join Twitter and images of my child (children) are **not** to be used on the ‘private’ school Twitter account (*please only tick this box and choose this option if you **do not** wish images of your child to be used*)

Signed..... Printed

Date.....

Option 2

Pupil name and current class (*you may name more than one child here*)

.....
.....

My Twitter handle is

.....

I have read the Code of Conduct and agree to abide by its terms and conditions (*please sign and then print your name*)

Signed..... Printed Date