

**NORTH AYRSHIRE  
EDUCATION  
SCHOOL SOCIAL MEDIA ACCOUNTS  
ACCOUNT CRITERIA AND HEAD TEACHER FORM**

- A limited number of people have log in details for your account.
- Lodge the log in details with your HT for safe keeping and should they change, notify the HT.
- Check who your followers are regularly - if they are individuals, that they post 'appropriately' and responsibly.
- Check who you are following regularly, especially if they are individuals – that their posts are educational, appropriate and responsible.
- Use only council devices to take photos and post photos.
- Be aware that you are not allowed to share photos of pupils on your own personal Twitter/Facebook account.
- Be aware of the rules surrounding posting photos of pupils ie. that you cannot put a full name with a photo.
- Create your social media account with a work e-mail or specially created e-mail account that is never used for personal reasons. (If you have a Facebook account, you created it off a newly created personal FB account that is not used by anyone and you did not use your own personal account)
- Create your account following a naming convention eg @garnockmaths and did not use your name, initials or part of your name in the name of the account.
- Change the password when a member of staff with the login details leaves the school.
- Please read the GTCS guidelines for use of social media.

**NORTH AYRSHIRE  
EDUCATION  
SCHOOL SOCIAL MEDIA ACCOUNTS**

Please complete the details below and return to your Head Teacher.

Name of school:

Name of account:

Name of person responsible:

Type of account: Facebook/Twitter/YouTube/Other social media (please circle)

Names of staff with password:

Password: