

Lawmuir Primary School  
Social Media Twitter Policy

August 2017

**What is Twitter?**

Twitter is used primarily as a method of communication. It is an information network made up of 140-character messages called Tweets. It's n easy way to discover the latest news related to subjects and topics of interest.

**What is the purpose of @LawmuirPS?**

@Lawmuir has been created principally to be followed by staff, parents and the community in order to share information and publicise the excellent work of the school.

**Aims of Using Twitter**

- To enhance and improve communication with parents and the school community.
- To share and celebrate children's achievements and successes.
- To provide daily school updates.
- To demonstrate safe and responsible use of social media.
- To meet the needs of a digital age by engaging in the use of 21<sup>st</sup> century technology.

The school twitter account will be a public account (August 2015). It will be updated by members of the school management team.

**Code of Conduct**

The HT and management team will monitor followers and block any who:

- appear not to be school focused.
- have user names not in keeping with NLC objections or the ethos of the school e.g. sexualised, football team affiliated, alcohol or drug related names.

The school Twitter account will:

- welcome positive comments only, favourites and retweets.
- only follow educationally link accounts. No personal accounts, unless they are educationally linked, will be followed.
- only use children's first names when referencing children.
- not respond to any 'replies' on Twitter. It is not designed as a platform to discuss or debate school related issues.