**Auchinloch Primary School**

**&**

**Nursery Class**



**Twitter Policy**

**Auchinloch Primary & Nursery Class**

**Social Media: Twitter Policy**

**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 an easy way to discover the latest news related to subjects and topics of interest.

**What is the purpose of @Auchinloch1**

@Auchinloch1 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 21st Century technology.

*The school Twitter account was set up in November 2016 as a public account. It will be updated by School staff members.*

**Code of Conduct:**

The HT and teaching team in the school will monitor followers and block any who:

* appear to not 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.