

Kildrum Primary School



Parent Guide

Social Media

(Twitter)

This guide explains our use of Twitter as a method of communicating with parents/carers and the wider community. The guide also contains information about the acceptable use of this form of social media.

The school Social Media (Twitter) Policy provides more detail regarding the use of Twitter and a copy of this can be obtained from the school.



Introduction

Twitter is a method of communication. Messages are called “tweets” and can be a maximum of 280 characters long. It’s an easy way to discover the latest news related to subjects and topics of interest. From 30th November 2015 access to Twitter was approved for schools by the North Lanarkshire Council Learning and Leisure ICT and Digital Strategy Group. Our Twitter user name is @kildrum_ps.

Use of school FaceBook pages is not approved by North Lanarkshire Council. This is why we don’t use FaceBook as a form of communication.

What is the purpose of @kildrum_ps?

@kildrum_ps has been created principally to be followed by staff, parents and the community in order to share information and publicise the 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 regular 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 is a public account. It will be updated by school staff.

How to follow us

- Go to www.twitter.com
- Create an account.
- Search for “@kildrum_ps”.
- Click “Follow”.

Or

- Go to www.kildrum.n-lanark.sch.uk.
- Click on “Follow us on Twitter”.
- Create an account or click “Follow”.



Code of Conduct

The head teacher and leadership team will monitor followers and block any who:

- Appear not to be school focused.
- Have inappropriate user names which are not in keeping with the ethos of the school e.g. sexualised, football team affiliated, alcohol or drug related names.
- Post inappropriate comments. This includes, but is not restricted to the following:
 - Comments that are not topical to the article being discussed
 - Comments that are politically motivated
 - Insulting, obscene or racist language or content
 - Material that perpetuates or promotes discrimination of protected characteristics. These characteristics can include but are not limited to, race, gender, disability, age, sexual orientation, religion or belief, pregnancy and maternity, marriage or civil partnership or gender reassignment
 - Sexual content or links to sexual content
 - Solicitation of commerce
 - Illegal conduct or encouragement/support of illegal activities
 - Information that compromises or may compromise the safety or security of the public or public systems
 - Messages, including images, that are unlawful, libellous, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
 - Swearing
 - Content copied from elsewhere, for which you do not own the copyright
 - Message, or very similar messages, posted more than once (also called "spamming")
 - Messages that publicise your, or anyone else's, personal information
 - Advertisements for products or services

We also ask that all messages are civil, tasteful and relevant.

The school Twitter account will:

- Welcome positive comments only, favourites and retweets.
- Only follow educationally linked 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.

