

Twitter is a means of communication through the *“exchange of quick, frequent messages. People post tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your online profile, and sent to your followers.*” (support.twitter.com)

**Aims of Using Twitter: @NewmainsPrimary & @NewmainsNursery**

In November 2015, @NewmainsPrimary and @NewmainsNursery was piloted to provide a quick and easily accessible means of communication between our school, nursery, parents and wider educational community. It also highlights the excellent work and achievements of our pupils. Our aim was to:

* Enhance and improve communication with parents and the school community.
* Share and celebrate children’s achievements and successes.
* Provide daily updates.
* Demonstrate safe and responsible use of social media.

Since then, it has been embraced by staff, parents and community. We will however continue to review our twitter policy on a regular basis to keep up with needs of the school, educational community and safety of our pupils.

**Privacy & Safety:**

***We will prioritise the safety of our pupils when using our twitter account***. For that reason we will:

* Ensure that our twitter account is a ‘Protected Account’, allowing only followers to view our posts. This also means that our account cannot be accessed from search engines such as ‘google’, but will redirect interested parties to ‘follow’ @NewmainsPrimary or @NewmainsNursery by signing in to their own account and making a request to follow us.
* Ensure that any new follower will need to be approved by our HT, other members of management or Twitter administrator. We will not allow new followers, and will block existing followers if they:
	+ Appear not to be school/education focused or do not have obvious connection to our school.
	+ Have user names and posts not in keeping with the ethos of NL or the school community e.g. sexualised, football team affiliated, alcohol or drug related.
	+ Appear to be following us as a means to advertise their own business.
* Not receive notifications from people we do not follow, (or have not confirmed their email account and phone number).
* Request that our followers do not retweet any photos of our children.
* Only follow accounts which are associated with the education community.
* Never use pupil’s names in any post, especially when posting photographs of pupils.
* Not respond to individual comments/questions from followers.

We hope that you continue to support us and the use of twitter. Please complete the tear-off slip below to confirm that you have read and agreed with our policy.

✂……………………………………………………………………………………………………………………………………………………………………………………………………………………………………

I confirm that I have read and agree with the above mentioned Twitter policy, and agree to my child’s photograph to be taken and ‘tweeted’.

Pupil Name: …………………………………………………………………………………………….. Class: ……………………………….

Please provide us with your Twitter name and user name in order for us to accept your follower’s request: …………………………………………

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Signed: ……………………………………………………………… Print: ………………………………………………… Date: ……………………………………