

What is Twitter?

Twitter is used primarily as a method of communication made up of 280 characters called a 'Tweet'. Tweets tend to reference people, places, and/or activities to which the said referee can respond. Tweeters either directly reference another person or broadcast information to which others can reply and respond. Twitter users are able to follow or be followed. To follow somebody/something ensures that all of their activity and comments appear in the followers news feed. The obvious benefit of having followers is that the information you broadcast is instantly distributed into their news feed. Users can also private message each other when they don't want conversations to appear (@lenzieacad will not enter into private discussions with others).

@lenzieacad will be a **public** account searchable through the Twitter website.

Why have Twitter at Lenzie Academy?

- Increased communication with parents, future parents, extended families, local employers, local councillors and cluster schools
- Reminders of events (school/community)
- Celebrating success, sharing achievements, sporting results, and outstanding work
- Information on extra-curricular activities
- Urgent news (school closures, power cuts etc.)
- Links to school website
- Calls for help – parent helpers, resources etc.
- Form links with other learning community schools



Although social media offers a much more informal platform for communication, it is vital that contributors exercise caution and remember that comments made are subject to the same scrutiny and legal standards as any comment made in the newspaper or a press release. They are also subject to East Dunbartonshire Council's Acceptable Use Policy for ICT. If you follow us on Twitter, we will not automatically follow you. Being followed by Lenzie Academy or East Dunbartonshire Council does not imply endorsement of any kind.

Guidelines Lenzie Academy's Twitter account will:

- Share appropriate content only
- Content will only be shared by approved staff (access details **must not** be given to pupils) and tweets should be signed off with the Twitter users initials (un-initialled tweets may be subject to deletion)
- Be used appropriately and timely – awareness of overload
- Be monitored by nominated staff
- Use photographs of learning
- Be linked to the school website and therefore an open page for all to see
- Not label photographs with children's names in full
- Only use photos of children where consent by the pupil has been given
- Report any abuse or spam which has been directed towards the account and the user blocked from accessing any future tweets
- Not respond publically to issues
- Not engage in off topic conversations
- Not share confidential information
- Not respond to individual queries - please use the usual methods of communication with school.

Please find us on Twitter @lenzieacad or via <http://www.lenzieacademy.e-dunbarton.sch.uk/>