

Social media policies for schools

The constantly changing nature of the online environment and advances in technology mean that any social media policy you develop for your school, staff and students should be regularly reviewed.

When developing a social media plan and policy, you'll need to:

- Determine your goals and ensure your rationale for using social media aligns with your school vision and values.
- Research the options and find out what your community is using and how they want to stay in touch. You will likely need to use a variety of platforms for reaching your community – a mobile app designed for school use can be very handy, but not if only 20% of your community downloads it and only 5% turn on alerts!
- Ensure your school board has a social media procedure and policy, including privacy and acceptable use guidelines.
- Actively manage your social media tools and follow your set expectations and policies. Who will be responsible for monitoring and responding to online activity?

The above are covered in detail in the Ministry of Education's Te Kete Ipurangi, which has very useful [guidance on creating and managing social media policies](#) and an impressive [list of resources](#).