

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 Board of Trustees 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 have responsibility for monitoring and responding in a timely manner 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](#).