



Education Sunday Twitter guide

@CathEdService ~ #EducationSunday ~ #allarewelcome ~ #Iloveschool

This September, we are encouraging all schools to engage with Twitter for Education Sunday. Below you will find a number of suggestions you can use on your school twitter account to promote Catholic education and this year's theme, 'All are welcome'.

If your school doesn't have a Twitter account, it only takes a few minutes to set one up. However, please ensure your tweeting, especially all photos of children, is in line with your online safety policy and that you apply appropriate security settings to your account. Twitter can be useful for engaging with parents, but also for promoting the work of the school.

Twitter is good for reaching a large audience, linking to other organisations and facilitating public conversations. Posts are short (maximum 140 characters) and you can also post photos and videos.

1. Set up a twitter account
 - Use a brief and easy-to-remember Twitter handle (e.g. @CathEdService)
 - Put key information in the "about" section – website and name of your school
2. Follow and get followed
 - Follow and tweet/retweet people and schools who do similar work to your own. You must follow in order to get followed.
 - Follow the Catholic Education Service on Twitter **@CathEdService** to find out what other Catholic schools are up to for Education Sunday.
 - Some other good accounts to follow are **@BBCeducation** and your local newspaper. If you post lots of content about an interesting event at your school, a local journalist might decide to write a story about it.
3. Be an active tweeter
 - Use hashtags to maximise the visibility of your tweets
 - Tweet short updates about the work you're doing – keep your followers informed.
 - Don't tweet too much, think about your audience and make sure access to the twitter account is secure. Also ensure the content of your tweets never reveals personal details of staff or students.
 - Look at and use trending topic hashtags in your tweets to reach a wider community and join global twitter conversations
 - Don't forget to tweet about the religious aspects of your school, this differentiates you from many other schools. Photos from masses, collective worship or pilgrimages provide interesting content for your tweets.
 - If you have photo and video content, do use it. People are much more likely to engage with a tweet if it has a visual component and isn't just a sentence.

Once your account is up and running, get ready to tweet about Education Sunday. This year's theme is 'All are welcome', which gives plenty of scope for schools to tweet.

- Retweet @CathEdService's tweets, especially the infographics about Catholic education and school governance.
- Use the hashtags **#educationsunday #allarewelcome #iloveschool** to tweet about your school's events around Education Sunday. You could get individual staff and students to tweet about why they love their Catholic school using the hashtags.
 - E.g. 'Lucy, aged 9 from Kent says #iloveschool because I learn about people from all over the world #allarewelcome'
 - 'Headteacher Mrs Smith is celebrating #educationsunday with a special assembly, we'll be learning about St Thomas Aquinas'
- Providing you have permission, tweet photos of all the events you run around Education Sunday.