



## Purpose

Twitter is a means to share information with our stakeholders and partners, and is one way that members of the public and our partners can engage with us. The goal of AVRCE's Twitter account is to provide information and news about our schools, students and education in general, as well as providing timely notices to the public.

Information that AVRCE will share via Twitter includes notable events in schools, messages of congratulations or recognition, school cancellation notices, event promotion, calls for input, safety messages, or links to more information on the AVRCE website. From time to time, AVRCE will also share information from stakeholder organizations via retweets.

## Privacy

Twitter accounts for regional education centres in Nova Scotia are public; you do not need to sign up for Twitter or to follow the account to see what regional education centres have been tweeting about. At all times, respect for privacy of personal information is a priority. Personal information about students and staff (including names, images, or other identifying information) may not be shared via Twitter without consent.

## Users

One official account, @AVRCE\_NS, represents the Annapolis Valley Regional Centre for Education. This account will be managed primarily within the Office of the Regional Executive Director of Education.

## Availability/@Replies and Direct Messages

The account will be updated and monitored during weekday office hours under normal circumstances. In the case of announcements related to weather/cancellations or emergency situations, updates will be provided outside of regular work hours as needed. While we expect to receive feedback and ideas, it is not possible to reply individually to all messages received on Twitter.

## Following/Followers

As an institutional Twitter user, @AVRCE\_NS generally will not follow individuals unless they are specifically relevant to education. We will follow news outlets and partner organizations, which allows the ability to retweet posts that are relevant to our stakeholders. The @AVRCE\_NS account will be accessible and promoted via [www.avrce.ca](http://www.avrce.ca)

## Disclaimer

Since Twitter is a web-based service, there may be times when the service is unavailable. AVRCE takes no responsibility for lack of service, and is not responsible for technical support on Twitter. AVRCE is not responsible for the privacy practices of Twitter or any linked websites. Individual users assume risks involved in the use of Twitter.

Views expressed by any accounts/users other than the official @AVRCE\_NS account are not the views of AVRCE. AVRCE is not responsible for content generated by other users. AVRCE does not endorse or control any advertising that may be displayed in association with its Twitter account.