



ELK ISLAND PUBLIC SCHOOLS'

SOCIAL MEDIA

GUIDELINES

October 2012

Administrative Procedure 146 - Appendix A

INTRODUCTION

Administrative Procedure 142 – Social Media defines social media as a group of internet based applications that promote communication between participants.

The term *social networking* includes services provided by sites such as [Facebook](#), Google+, [Twitter](#), and [LinkedIn](#) that let users communicate among social groups through text, photos, video, and audio. Anything you do online when information is shared with colleagues or students is defined as social media. Therefore, if you are an employee or are contracted to Elk Island Public Schools (EIPS) and you share anything online, these Social Media Guidelines and [Administrative Procedure 142](#) apply to you.

Social media is similar to traditional media such as radio, television, and print in that you are communicating to a public audience. However, social media can have much greater influence, immediacy, and accessibility to staff, students, and parents.

Social media is based on the universal principle of transparency and openness. However, openness needs to be balanced with personal responsibility. In practice, that means corporate blogs, wikis, Facebook, YouTube postings, Twitter, and Flickr are no place for inappropriate, slanderous, malicious, or hurtful comments.

As a Division, we want to make the most effective use of social media tools. Employees who intend to use social media must understand and follow [Administrative Procedure 142](#) and these guidelines.

GENERAL PRINCIPLES FOR STAFF

Be truthful: Say who you are. If you are blogging in your capacity as an EIPS' employee, you need to disclose your name, your employer, and any other relevant affiliations.

Be credible: Stick to your area of expertise. If you are interested in a particular topic but are not the resident expert, be sure to say so.

Be aware: The internet is not anonymous. Every Division-owned computer and mobile device has an IP (internet protocol) address. Assume everything you write has the potential to be traced back to you.

Be responsible: You are responsible for your own content. Think twice before you post anything controversial. This includes re-posting someone else's content.

Be professional: Blogs especially are more conversation based and casual in their approach, but you should strike the appropriate balance between being overly academic and informal.

Be personable: Blogs, newsletter columns, and YouTube videos are ideal ways to communicate effectively. The key is balance.

Be authentic: Employees must respect copyright laws by citing quotes, authors, researchers, writers, and composers. This includes anything digital such as blog posts and YouTube videos.

Be appropriate: Do not bring EIPS, a co-worker, supervisor, student, or parent into disrepute, whether on a Division blog, Facebook, or your own social media platform. Keep in mind you represent EIPS to the people you know at all times.

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TEACHER USE OF SOCIAL MEDIA AND COLLABORATIVE SITES

Teachers who are interested in the use of a social media account with students are required to submit a plan to the principal. The plan will include the following:

- Educational purpose and audience (class, subject area)
- Social Media Guidelines for Students
- Communication plan for parents (appendix)
- Description of site
- Security and privacy settings (most secure settings at all times)
- Alternate plan for students who do not or cannot access the site
- Training with Educational Technology Director or Educational Technology consultant(s)

Teachers and students are required to 'logoff' at the end of each session.

The Principal or designate will have administrative access to all accounts, as per [Administrative Procedure 142](#). Principals are required to submit a Social Media site Use Request Form to the Director, Educational Technology. The request will include teacher name(s), grade level, or subject and social media/collaborative site name. Approval is subject to the authorization of the Educational Technology and Tech Services departments.

SOCIAL MEDIA GUIDELINES FOR STUDENTS

Social media sites are public. What you contribute leaves a permanent digital footprint.

Follow the school code of conduct when contributing online. What is inappropriate in school is inappropriate online.

It is acceptable to disagree with someone else's opinion, but you should respond in a respectful manner.

Do not post personal information about yourself or others, such as phone numbers, addresses, birthdates, and pictures.

Do not share your password with anyone other than your parents.

Cite your sources when paraphrasing another person's idea or content.

Support your thoughts and ideas by linking to other sites. Read the entire article prior to linking to ensure shared information is appropriate for a school setting.

Respect copyright by always giving credit to writers or composers when you use their work. This includes video clips from sites such as YouTube.

Do not misrepresent yourself. This includes using someone else's identity or a false identity.

Tell a responsible adult if you notice inappropriate online activity.

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SUGGESTIONS FOR USE OF FACEBOOK**BOOK REVIEWS**

Ask students to review and report on books or articles that you have assigned in class, sharing what they've learned with the rest of the class.

TEACHING 21ST CENTURY SKILLS

Use Facebook to create a lesson on using social media tools for collaboration, news, and networking.

A LESSON IN SOCIAL MEDIA ETIQUETTE

Use Facebook in the classroom as an opportunity to teach students how to be safe, respectful, and effective when using Facebook and other social media tools.

FOLLOW POLITICIANS

Use Facebook to follow politicians on the local, provincial, and national scale if you are following an election campaign.

NEWS GATHERING

Your classroom can follow journalists and media sources to gather past and current information.

POSTING EDUCATIONAL CONTENT

Teachers can post educational videos and links for concepts that are currently being discussed in class.

BUILD A FACEBOOK APPLICATION

Students can learn valuable skills for the future by taking on a project to create an app that can be used on Facebook.

TAKE ON A CLASSROOM CAUSE

Students can take on projects that benefit the school or community.

MUSEUMS AND MORE

Students can follow local and international museums, art galleries, and exhibits.

SCAVENGER HUNT

Teachers can develop a 'scavenger hunt' sharing clues and hints on Facebook.

FACEBOOK BOOK CLUB

Host a regular book club gathering with your students on Facebook.

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RESOURCE CURATION

Students can gather news links, photos, videos, and more to share on the classroom Facebook page to curate valuable resources for the class.

REVIEW AND PRACTICE

Teachers can post activities or questions for review with students.

ARCHIVED VIDEOS

Important lectures, slides, and more can be shared and saved on Facebook.

DOCUMENT CLASS TRIPS

Have your class share the tasks of taking photos and share in a Facebook report.

HIGHLIGHT VOCABULARY

Teachers can post words and definitions as an easy and quick way to fit vocabulary review into study time

ARCHIVE DISCUSSIONS

Teachers can link or archive PowerPoint presentations, discussion notes and video that students can reference if they missed class or need to review.

WRITING WORKSHOPS

Facebook's collaborative nature makes it easy for students to participate in writing workshops with peer review and instructor oversight.

SET UP A FACEBOOK BACKCHANNEL

For courses that are simply too large to allow every student to participate in the discussion, encourage students to communicate through a Facebook discussion wall that operates during class time.

CREATE STUDY GROUPS

Allow study groups and group projects to easily connect with each other within their own Facebook groups.

CONNECT WITH CLASSES AROUND THE WORLD

Teachers can connect students with classes in other parts of the world by using Facebook

HOMEWORK HELP

Posting on a classroom wall allows students to ask for help. The direct message feature allows students to ask questions privately if needed.

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SUGGESTIONS FOR USE OF TWITTER**TWEET ABOUT UPCOMING DUE DATES OR ASSIGNMENTS**

Teachers can use Twitter that involves setting up a 'feed' dedicated exclusively to due dates and assignments.

PROVIDE THE CLASS WITH A RUNNING NEWSFEED

Subscribe to different mainstream and independent news feeds with different biases as a way to compare and contrast how different perspectives interpret current events and issues.

ENGAGE PARENTS

Parents of K-12 students interested in daily classroom activities can follow teacher tweets discussing some of the lessons learned and any progress on projects.

CREATE A CAREER LIST

Set up an assignment requesting that students set up Twitter lists following 'feeds' relevant to career goals.

TRACK MEMES

Teachers can find a number of different lessons on how ideas and fads spread throughout different media sources.

COORDINATE ASSIGNMENTS

Students can use Twitter to collaborate on different projects and keep a quick reference on any changes rather than use of an email 'train'.

TRACK A HASHTAG

Incorporate Twitter in lessons that track hash tags (ie. # EIPS) for a lesson in how trends spread and the various ways in which people use social media to communicate ideas.

CONNECT WITH THE COMMUNITY

Use Twitter to partner with local government or charitable organizations to discussing the latest cultural or educational events in the area. Encourage others in the community to attend school events.

FOLLOW THE ISSUES

Bring a little technology into debates by asking the class which issues they would like to follow. Subscribe to relevant hashtags from all perspectives and compile an updated research resource lists.

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WRITE A STORY OR POEM

Many writers and poets have experimented with Twitter's 140 character format to bring new, serialized works in small chunks to attention-divided audiences. Some educators may like the idea of asking their students to apply creative writing skills to a restrictive social media outlet.

LIVE TWEET FROM FIELD TRIPS

Students who are ill may like the idea of following along with class field trips on Twitter, and smartphone-enabled teachers can keep them engaged with pictures and descriptions of lessons learned. Invite parents to follow along.

ASK QUESTIONS

Twitter can be used as a way for students to keep a running stream of questions going on during class instruction. This is similar to using a 'backchannel'.

SET UP A SECOND LANGUAGE NEWS STREAM

Tweet using a second language and ask students to respond.

CONNECT TO OTHER CLASSROOMS

Teachers and students from around the world can collaborate on projects using Twitter as a communication tool that simultaneously educates students in different classrooms.

WRITE REVIEWS

Media Studies, Music, or English classes can use the Twitter format to write micro reviews of video, books, and music.

CREATE A PROGRESSIVE POEM

Students can compile their own poetry where everyone contributes one line that flows with the one written above.

POST MATH PUZZLES

Math (any grade), chemistry, or physics teachers can micro blog a daily problem to solve and tweet back the answer.

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DESIGN A BACKGROUND

Art teachers can design their own digital creative backgrounds for friends and family.

CREATE AN ONLINE ART GALLERY

Students can curate their own shows based on creators, movements, regions, time periods, or thematic elements that they enjoy. Use Twitter as a way to show the world what students think belongs in a specific exhibit.

TAKE A POLL

Teachers who enjoy 'polling' students about their opinions on current events may want to keep a running tab of results they find when working in conjunction with sites such as [polleverywhere](#).

SHARE LINKS TO ARTICLES OR INFORMATION SOURCES

Retweet articles, news stories, or opinions that are relevant to a specific class. This is an excellent, convenient supplement to classroom discussions.

RESOURCES FOR SOCIAL MEDIA

Digital Citizenship Policy Development Guide (Alberta Education, 2012)

(education.alberta.ca/admin/technology.aspx)

Facebook (facebook.com)

Facebook Guide for Educators (Phillips, Baird & Fogg) (facebookforeducators.org/educators-guide)

Facebook Privacy Settings (facebook.com/policy.php)

New South Wales Department of Education and Training (www.dec.nsw.gov.au/home)

Twitter (twitter.com)

YouTube (youtube.com)

Wikipedia (wikipedia.org)

ADMINISTRATIVE PROCEDURES

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Employee Conduct AP 404

Responsible Use & Security of Information Technology AP 140