Social Media Guidelines
for Louisburg USD 416

The Louisburg School District realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is part of 21st century learning. To this aim, Louisburg USD 416 has developed the following guidelines to provide direction for employees, students and the school district community when participating in online social media activities. Whether or not an employee chooses to participate in a blog, wiki, online social network or any other form of online publishing or discussion it is his or her own decision. Free speech protects educators who want to participate in social media, but the laws and courts have ruled that schools can discipline teachers if their speech, including online postings, disrupts school operations. The Louisburg USD 416 social media guidelines encourage employees to participate in online social activities. But it is important to create an atmosphere of trust and individual accountability, keeping in mind that information produced by Louisburg USD 416 teachers and students is a reflection on the entire district and is subject to the district's Acceptable Use Policy. By accessing, creating or contributing to any blogs, wikis, or other social media for classroom use, you agree to abide by these guidelines. Please read them carefully before posting or commenting on any blog or creating any classroom blog, wiki and/or podcast.

Faculty and Staff Guidelines

Student Guidelines

Parent Social Media Guidelines

District Recommended Social Media Sites

Example Social Media Permission Forms

Helpful Links

Contributors

Faculty and Staff Guidelines
Blogs, Wikis, Podcasts, Digital Images & Video
Personal Responsibility
- Louisburg USD 416 employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- When posting to your blog be sure you say that the information is representative of your views and opinions and not necessarily the views and opinions of Louisburg USD 416.
- Remember that blogs, wikis and podcasts are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- The lines between public and private, personal and professional are blurred in the digital world. By virtue of identifying yourself as a Louisburg USD 416 employee online, you are now connected to colleagues, students, parents and the school community. You should ensure that content associated with you is consistent with your work at Louisburg USD 416.

- When contributing online do not post confidential student information.

Disclaimers
- Louisburg USD 416 employees must include disclaimers within their personal blogs that the views are their own and do not reflect on their employer. For example, "The postings on this site are my own and don't necessarily represent Louisburg USD 416's positions, strategies, opinions, or policies."
- This standard disclaimer does not by itself exempt Louisburg District employees from a special responsibility when blogging.
- Classroom blogs do not require a disclaimer, but teachers are encouraged to moderate content contributed by students.

Copyright and Fair Use
- Respect copyright and fair use guidelines. See U.S. Copyright Office - Fair Use.
- A hyperlink to outside sources is recommended. Be sure not to plagiarize and give credit where it is due. When using a hyperlink, be sure that the content is appropriate and adheres to the Louisburg USD 416 AUP. Teachers should insure that links are up to date.
- It is recommended that blogs be licensed under a Creative Commons Attribution 3.0 United States License.

Profiles and Identity
- Remember your association and responsibility with the Louisburg USD 416 in online social environments. If you identify yourself as a Louisburg USD 416 employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students. How you represent yourself online should be comparable to how you represent yourself in person.
- No last names, school names, addresses or phone numbers should appear on blogs or wikis.
- Be cautious how you setup your profile, bio, avatar, etc.
- When uploading digital pictures or avatars that represent yourself make sure you select a school appropriate image. Adhere to Employee guidelines as well as your AUP. Also remember not to utilize protected images. Images should be available under Creative Commons or your own.

Personal Use of Social Media such as Facebook, Myspace and Twitter
- Louisburg USD 416 employees are personally responsible for all comments/information they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face, and be in accordance with the highest professional standards.
- By posting your comments having online conversations etc. on social media sites you are broadcasting to the world, be aware that even with the strictest privacy settings what you 'communicate'' online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum.
- Comments related to the school should always meet the highest standards of professional discretion. When posting, even on the strictest settings, staff should act on the assumption that all postings are in the public domain.
- Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned.

- Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.
- Photographs relating to alcohol or tobacco use may be deemed inappropriate. Remember, your social networking site is an extension of your personality, and by that token an extension of your professional life and your classroom. If it would seem inappropriate to put a certain photograph on the wall - is it really correct to put it online?
- Microblogging (Twitter etc.): Comments made using such media are not protected by privacy settings as witnessed by the high profile cases in the UK with sports stars being disciplined for tweets expressing personal views. Employees should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Social Bookmarking
- Be aware that others can view the sites that you bookmark.
- Be aware of words used to *tag* or describe the bookmark.
- Be aware of URL shortening services. Verify the landing site to which they point before submitting a link as a bookmark. It would be best to utilize the original URL if not constrained by the number of characters as in microblogs -- i.e. Twitter.
- Attempt to link directly to a page or resource if possible as you do not control what appears on landing pages in the future.

Requests for Social Media Sites

The Louisburg USD 416 understands that 21st century learning is constantly changing technology and that many sites that are currently "blocked" by the Louisburg USD 416's internet filter may have pedagogical significance for teacher and student use.

- If you would like to request that another online site be accessible to use for teaching and learning, please fill out the Social Media Request Form and submit it to the **Director of Technology?** for review.
- Requests will be reviewed and the district social media guidelines will be updated periodically throughout the school year.
- A description should be provided of the intended use of the site and what tools on the site match your needed criteria.
- A link to the sites privacy policy should be included if possible

- [Best Practices for Teachers Using Social Networks for Personal Use!](#)
- [Best Practices/Guidelines for Staff Using Social Media (e.g. should they "friend" students in Facebook?) .pdf version](#)
- [Best Practices/Guidelines for Staff Using Social Media (e.g. should they "friend" students in Facebook?) .docx version](#)

Student Guidelines

Due to the wealth of new social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Below are guidelines students in the Louisburg School District should adhere to when using Web 2.0 tools in the classroom.

Social Media Guidelines for Students

1. Be aware of what you post online. Social media venues including wikis, blogs, photo and video sharing sites are very public. What you contribute leaves a digital fingerprint for all to see. Do not post anything you wouldn't want friends, enemies, parents, teachers, or a future employer to see.
2. Follow the school's code of conduct when writing online. It is acceptable to disagree with someone else's opinions, however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.
3. Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone besides your teachers and parents.
4. Linking to other websites to support your thoughts and ideas is recommended. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
5. Do your own work! Do not use other people's intellectual property without their permission. **It is a violation of copyright law to copy and paste other's thoughts.** When paraphrasing another's idea(s) be sure to cite your source with the URL. It is good practice to hyperlink to your sources.
6. Be aware that pictures may also be protected under copyright laws. Verify you have permission to use the image or it is under Creative Commons attribution.
7. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
8. Blog and wiki posts should be well written. Follow writing conventions including proper grammar, capitalization, and punctuation. If you edit someone else's work be sure it is in the spirit of improving the writing.
9. If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell your teacher right away.
10. Students who do not abide by these terms and conditions may lose their opportunity to take part in the project and/or access to future use of online tools.

Parent Guidelines
Parent Social Media Guidelines

Classroom blogs and other social media are powerful tools that open up communication between students, parents, and teachers. This kind of communication and collaboration can have a huge impact on learning. Louisburg USD 416 encourages parents to view and participate by adding comments to classroom projects when appropriate.

Parents are required to adhere to the following guidelines:

1. Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, wikis, podcast, etc.
2. Parents will need to sign a release form for students when teachers set up social media activities for classroom use.
3. Parents will not attempt to destroy or harm any information online.

4. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
5. Parents are highly encouraged to read and/or participate in social media projects.
6. Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
7. Parents should not upload or include any information that does not also meet the Student Guidelines.

District Recommended Social Media Sites

District Recommended Social Computing Sites

While the Louisburg USD 416 recommends the following sites, it does not guarantee all of the content found on the sites may not be found objectionable by any person. Parents, teachers, educators and students are urged to notify a teacher or parent of any material found that is objectionable.

District recommended blogging site – Blogger (www.blogger.com) and WordPress (http://wordpress.com/) and Edublogs (http://edublogs.org) and Class Blogmeister(http://classblogmeister.com/
District recommended micro-blogging site – Twitter (http://twitter.com)
District recommended wiki sites – PBWORKS (http://pbworks.com) and Wikispaces (www.wikispaces.com)
District recommended social bookmarking site: delicious (http://delicious.com) and Diigo (http://www.Diigo.com)
District recommended sites for podcast posting – mypodcast.com
District recommended recording programs – Audacity (Windows) & GarageBand (Mac)
District recommended computer-to-computer calling program: Skype (www.skype.com) (Approval required)

Other District Approved Social Media Programs

- Ning (http://www.ning.com/) - create your own social network
- Google Docs - documents, presentations, spreadsheets and forms. Requires Gmail account. (http://docs.google.com)
- LinkedIn (www.linkedin.com) - professional networking site
- VoiceThread (http://voicethread.com/) - digital storytelling using images and voice capture online
- SimplyBox (http://simplybox.com) - Share screen captures, organized as you want, with friends (Should this go in the social bookmarking category?)
- Funny accidents - Watch, share funny videos. Meet other people with similar interests.

Example Social Media Permission Form

This form could be used in conjunction with the district acceptable use policy and could be sent out at the beginning of the school year or as a refresher when beginning a new project. However, you may want to communicate with parents regarding the specific details of your project prior to beginning.

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Social Media Guidelines
Parent Permission Form for Student Participation

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Dear Parents:

This year, to help our students develop their reading and writing skills as well as cultivate our understanding of different people and cultures; our students are participating in using a variety of social media applications (blogs, wikis, and podcasts) via the Internet. When students are able to safely share their ideas with an audience broader than just our classroom, often they can discover their voice and become even more motivated to learn, communicate and share their ideas effectively with others.

Often we hear negative stories in the mainstream media about the ways young people use the Internet and social media websites. One of the reasons we are participating in some collaborative social media projects this year is to help our students learn through experiences, ways to safely use the Internet to share information and collaborate. X School District is writing to let you know what we are planning to do, and to obtain your permission for your child to participate.

Planned Activities: We are planning to use several different social media tools to let our students safely share their work and ideas with other students as well as with our school community. (You!) Our district websites will have a list of recommended. We encourage you to visit the site to learn more the district's social media guidelines for students, teachers and parents. Projects may be shared privately with other classes over the Internet and with parents, and also may be shared publicly on the Internet. To protect student privacy and ensure safety throughout all projects we will:

1. Only use student first names, if names are used at all, in identifying student work and ideas
2. Not use pictures of individual students, identified by full name
3. Only use GROUP pictures of students which do not identify individuals by name if we share pictures of students working in class.

If you have questions about our projects please contact your child's teacher(s). Teachers will share links to specific projects as they create them. Please complete, sign and return the bottom of this form to me as soon as possible. Thanks!

_____ YES, my child has my permission to participate in teacher-moderated, Internet-based social media projects this year. My child may share recordings on the Internet and participate in the planned collaborative activities outlined here.

_____ NO, my child does not have permission to participate in these activities.

Date:_____ Student Name:_____ Student Signature:_____

Parent Name:_____ Parent Signature: _____

Helpful Links

- Karen Montgomery's Social Media Guidelines Links
- Staff and Student Self-publishing Guidelines for East Lothian Education's Edubuzz Online Community
- Student Bloggers FAQs
- Blue-Skunk Blog (20 Aug 2009)
- Classroom 2.0

News Articles:
1. Oklahoma adds Internet code of conduct (20 April 2009)

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