

SOCIAL MEDIA GUIDELINES

The Adair County 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 a part of 21st century learning. To this aim, the Adair County School District has developed the following guidelines to provide direction for District employees (certified and classified), students and the 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 personnel if their speech, including online postings, disrupts school operations. The Adair County School District 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 Adair County School District teachers and students is a reflection on the entire district and is subject to the district's Acceptable Use Policy (AUP). By accessing, creating or contributing to any blogs, wikis, or other social media for classroom or district 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.

Blogs, Wikis, Podcasts, Digital Images & Video

Personal Responsibility

- 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 the Adair County School District.
- 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 Adair County School District 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 the Adair County School District.
- When contributing online do not post confidential student information. As to what is and what is not confidential refer to the student handbook on disclosure.

Disclaimers

- Adair County School District employees are highly encouraged to 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 the Adair County School District's positions, strategies, opinions or policies."
- This standard disclaimer does not by itself exempt the Adair County School District employees from a special responsibility when blogging.
- Classroom blogs do not require a disclaimer, but teachers are encouraged to monitor content contributed by students.

Copyright and Fair Use

- Respect copyright and fair use guidelines.
- 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 Adair County School District.

Profiles and Identity

- Remember your association and responsibility with the Adair County School District in online social environments. If you identify yourself as a Adair County School District 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 of students, 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 handbook guidelines as well as your AUP. Also remember not to utilize protected images. Images should be available under Creative Commons or your own.

Use of Social Media such as Facebook, Instagram and Twitter

- Adair County School District 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 on social media sites you are broadcasting to the world, be aware that even with the strictest privacy settings what you 'say' 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 students and 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) 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.

- Adair County School District discourages teachers, administration or other staff members from 'friending' active students on personal accounts. The Adair County School District does ask staff to consider creating a fan page in Facebook or a separate classroom/club twitter account instead of using your personal account.

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 (Twitter).
- Attempt to link directly to a page or resources if possible as you do not control what appears on landing pages in the future.

Instant Messaging

- Adair County School District employees are required to get authorization to have instant messaging programs downloaded on their school computers.
- Adair County School District employees also recognize this same authorization is required for access to instant messaging programs that are available through web interfaces with no download.
- Avatar images and profile information should follow the same guidelines as the above *Profiles and Identity* section.

Requests for Social Media Sites

The Adair County School District understands that 21st century learning is constantly changing technology and that many sites are currently "blocked" by the Adair County School District's internet filter may have pedagogical significance for personnel 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 District Technology Office.
- 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.

Disparaging or Derogatory Content

Employees should not, whether on duty or off duty, post on any Internet site, including but not limited to, any social media sites, any information that is disparaging or derogatory to district employees, students or parents.

Content of Postings

Users are personally responsible for all content they post on social networking sites. Remember that it is difficult to delete content once posted to a site and that Internet archives make it possible to search many outdated or deleted postings. *Make sure you are honest and accurate when posting information and, if you make a mistake, correct it quickly.* Be open about any previous posts you have altered. Never post any information or rumor that you know to be false about district personnel or others and never post privileged information or other information relating to district students or parents.

Your postings should always be fair and courteous to fellow district employees and others. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, defamatory, threatening, intimidating or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or district policy.

If a user has a question about the propriety of any posting, he or she should consult his or her immediate supervisor or the school district's legal council.

**Adair County School District
Social Networking Website Request Form**

All *Adair County School District* social networking website use must be for instructional or school-related purposes, including: (a) instructional (classroom) use by staff and students via *Edmodo* or in special circumstances other social networking websites; (b) school organizations via *Facebook*, *Twitter*, or other approved social networking websites; or (c) district and schools via *Facebook*, *Twitter*, or other approved social networking websites.

The Director of Technology must approve all social networking website requests prior to their creation. Upon approval, the staff sponsor of the social networking website is responsible for creating, monitoring, and managing the social networking website to promote safe and acceptable use. Upon creation of the social networking website, the staff sponsor must complete the *Social Networking Website Administration Form* and submit it to the Director of Technology to be kept on file at the District Technology Office.

Staff Sponsor Name: _____ **School/Location:** _____

Social Networking Website Requested (Check One):

_____ *Edmodo* _____ *Facebook* _____ *Twitter* _____ *Other (Please List)* _____

Purpose (Check One): _____ Instruction _____ School Organization _____ School _____ District

What is your purpose for establishing a social networking website? _____

What are you planning to achieve with this social medium? _____

Who is your target audience? _____

I have read and will abide by the *Social Networking* policy that is included in the *Staff Acceptable Use Policy*. I agree to create, monitor, and manage the social networking website to promote safe and acceptable use. I will delete all inappropriate posts and must report inappropriate behavior to the Principal (for students) or the immediate supervisor (for staff). Prior to utilizing social networking websites with students, I will explain to them the *Social Networking* policy that is included in the *Student Acceptable Use Policy* and will verify that each student participant has a signed *Student Acceptable Use Policy Agreement Form* on file with permissions checked for accessing social networking websites prior to my allowing them to access these websites.

Signature: _____ Date: _____

Approved By: _____ Date: _____

**Adair County School District
Social Networking Website Administration Form**

The following information must be submitted to the Director of Technology immediately upon creation of the social networking website. It will be kept confidential and on file at the District Technology Office.

Name of Social Networking Website: _____

URL of Social Networking Website: _____

Classroom/School Organization/School/District: _____

Staff Sponsor of Social Networking Website: _____

Staff Sponsor Phone Number: _____

E-mail Address Linked to Social Networking Website: _____

Administrative Login to Social Networking Website: _____

Administrative Password to Social Networking Website: _____

I understand that the Director of Technology has the right to monitor all social networking websites and will delete all inappropriate posts of staff, students, or community members. Inappropriate posts will be reported to the appropriate administrator and/or law enforcement for appropriate disciplinary action. The Director of Technology will delete all social networking websites that are created on behalf of the Adair County School District that are not school-related and do not support the purpose stated on the *Social Networking Website Request Form*. At the discretion of the Director of Technology, you may be asked to add an additional Administrator of the Social Media Site (where applicable) such as the Director of Technology or School Principal.

Signature: _____ Date: _____