DeSoto ISD Social Media Agreement

What is Social Media?

Social media is online, user-created content designed in a collaborative environment where users share opinions, knowledge and information with each other. Tools include, but are not limited to:

- Blogs (Blogger, WordPress, etc.)
- Wikis (Wikispaces, Google Sites, etc.)
- Social Networking sites (Facebook, Ning, MySpace, YouTube, LinkedIn, Twitter, etc.)
- Photo and Video Sharing sites (YouTube, Flickr, SmugMug, Instagram, etc.)
- Social Bookmarking (Diigo, Delicious)
- Podcasting and Vodcasting

EMPLOYEE USE OVERVIEW

DeSoto ISD Official Social Media Sites

Facebook – DeSoto ISD   Publicity, emergency, engagement
Twitter – desotoisdengage   Publicity, emergency, engagement
YouTube – DeSotoISDVideo   Publicity, engagement

1. **REMINDERS OF PERSONAL USE**

   The BRAND of DeSoto ISD is attached to each employee and we must be ambassadors of the BRAND. The brand / image of each individual and collectively the District, even within the confines of freedom of speech, will be altered by the community reception and perception of what we put online. To protect the brand, the district will respond to inappropriate personal postings with disciplinary action if necessary.

   Your freedom of speech is not free of consequences.

   a. Even if your settings are private, people can take a screenshot
   b. Re-posting another person's point of view, makes it your point of view
   c. You are responsible for the content on your social media page, including content added by others who have access to your page such as wall comments, links, etc.
   d. What's funny to you, might be offensive to someone else
   e. You are always subject to state / federal laws (FERPA), local policy and procedures, and the Educator Code of Ethics.

f. <u>DO NOT</u> mention students by name, violate confidentiality or make false statements about others

2. **PROFESSIONAL USE**
    Always limit communication with students to the scope of your professional responsibility and use district communication tools. For example, teachers communicate about classwork assignments; extracurricular staff about that particular activity.
    a. Use district communication tools – email, *SchoolMessenger*, teacher webpage, etc., when possible.
    b. <u>DO NOT</u> communicate with any district student (except your own family members) through personal social media avenues.
    c. You may communicate with students between the hours of <u>6 a.m. and 9 p.m.</u> about information within your scope of responsibility. Plan to make decisions and communicate them before 9 p.m. or wait until the next morning.
    d. Text messaging with students is not permitted; employees with extracurricular duty may in an emergency – but again, plan to communicate with district tools whenever possible.

EDUCATOR CODE OF ETHICS
- **Standard 3.8** The educator shall maintain appropriate professional educator-student relationships and boundaries based on a reasonably prudent educator standard.
- **Standard 3.9** The educator shall refrain from inappropriate communication with a student or minor, including the nature, timing, purpose, amount of communication, subject matter, attempt to conceal, reasonable interpretation of romantic or sexual nature including physical attractiveness, sexual history or preferences.

If you contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media—these recommendations are for you. We encourage all who participate in social media to understand and follow these guidelines.

By my signature, I have read and understand the DeSoto ISD Social Media Guidelines and agree to abide by the guidelines. Any failure to do so, may result in disciplinary action.

_____ _____

EMPLOYEE SIGNATURE   *DATE*

DeSoto ISD

Social Media Guidelines

Purpose of Social Media Guidelines

DeSoto ISD 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, DeSoto ISD has developed the following guidelines to provide direction for instructional 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 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 or negatively impacts an employee's ability to fulfill their employment duties.**

The DeSoto ISD Social Media Guidelines encourage employees to responsibly participate in online social activities. It is important to create an atmosphere of trust and individual accountability, keeping in mind that information produced by DeSoto ISD teachers and students are a reflection on the entire district and are subject to the district's Acceptable Use Policy. 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.

All staff are expected to serve as positive ambassadors for the District and appropriate role models for students. It is vital that staff maintain professionalism in their interactions with students and the community. Failure to do so could put you in violation of existing District policy and at risk of disciplinary action.

Approval Process and Monitoring
Currently the district has three official social media 'channels'.

DeSoto ISD Approved Social Media
Facebook – DeSoto ISD   Publicity, emergency, engagement
Twitter – desotoisdengage   Publicity, emergency, engagement
YouTube – DeSotoISDVideo   Publicity, engagement

The current posting approval process on these three channels is limited to communications department staff, at this time. Communications is also responsible for monitoring channels with the ultimate decision and responsibility for all posts, comments, and complaints on the Executive Director of Communication (EDC).

Request for a Social Media Site for Campuses, Clubs, Teams, Boosters, Departments, etc.
- Campuses = Two (2) authorized users - the principal and designee.
- Clubs, Teams, Boosters, Departments = Three (3) authorized users; principal, coach/sponsor/director, designee.

- Authorized users will be responsible for all posts, comments, complaints and for following the standards of district channels.
- Authorized users must follow district guidelines.
- All channels must start with DeSotoISD or DeSoto.
- Standards will include use of a district logo or seal; district webpage referenced – www.desotoisd.org; content will be relevant, timely and accurate; no disparaging remarks will be allowed at any time.
- Register your social media channel, usernames and passwords with the Communications Office.
- There will be only one official channel per medium for any campus, club, team, department, etc.
- Channels that do not comply with the standards will be terminated under the authority of the district.

Social Media Guidelines for Faculty & Staff

Blogs, Wikis, Podcasts, Digital Images & Video Personal Responsibility
- DeSoto ISD employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time and even items posted on private sites can be captured with a screen shot and shared by others.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- When posting online, the information is representative of your views and opinions and not the views and opinions of DeSoto ISD.
- 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 being a DeSoto ISD 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 DeSoto ISD.
- ***When contributing online, <u>NEVER</u> post confidential student information.***

Disclaimers
- DeSoto ISD employees must include disclaimers within their personal sites/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 do not represent DeSoto ISD's positions, strategies, opinions, or policies."
- This standard disclaimer does not by itself exempt DeSoto ISD 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. Do not plagiarize the work of others and give credit where it is due. When using a hyperlink, be sure that the content is appropriate and adheres to the DeSoto ISD Acceptable Use Policy (AUP).

Profiles and Identity
- Remember your association and responsibility with the DeSoto ISD in online social environments. You are a 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, 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 handout book 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, Instagram and Twitter
- DeSoto ISD 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 but understand even items posted on private sites can be captured with a screen shot and shared by others.
- 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/images, sharing others' posts and 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 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 of educators, public figures, celebrities, etc. especially when individuals are being disciplined for expressing personal views outside the professional standards of DeSoto ISD. 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.

Instant Messaging
- DeSoto ISD employees are required to get authorization from the Technology Department to have instant messaging programs downloaded on their school computers.
- DeSoto ISD 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
DeSoto ISD understands that 21st century learning is constantly changing technology and that many sites that are currently "blocked" by DeSoto ISD'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 complete a technology request through Eduphoria and submit it for review.
- A description should be provided of the intended use of the site and what tools on the site match your needed criteria.

Social Media Guidelines for Students

1. Be aware of what you post online. Social media venues are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you wouldn't want friends, 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. Online bullying or cyber-bullying will not be tolerated. Students who bully classmates online face the same consequences as class bullying as outlined in the Code of Conduct.
4. 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.
5. 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.
6. 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.
7. 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.
8. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
9. 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.
10. If you run across inappropriate material that makes you feel uncomfortable or is not respectful, tell your teacher right away.
11. 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.

References
Social Media Guidelines for Schools Wiki - http://socialmediaguidelines.pbworks.com
Intel Social Media Guidelines - http://www.intel.com/sites/sitewide/en_US/social-media.htm
Creative Commons Information - http://creativecommons.org/