

Social Media Guidelines for Osborn Staff

Osborn School District understands the importance of staff, students and parents engaging, collaborating, learning, and sharing in the fast-moving world of the Internet and “social media”. With this in mind, Osborn School District has developed the following guidelines to provide direction for employees when participating in online social media.

Social media is defined as any electronic tool that allows for social, interactive, and connective learning including but not limited to:

- Video and Photo sharing (YouTube, SlideShare, Flickr, Shutterfly)
- Social Networking (Facebook, Ning, MySpace)
- Blog, Wiki, Micro-Blog, Podcasting and Twitter
- Instant Messaging
- Texting
- Web Conferencing (ConnectNow, DimDim)

The lines between public and private, personal and professional are blurred in the online world. **Because private information can become public very quickly, and cannot be reversed, it is wise to assume that all information and images you post, publish or send may become public, so if you have reservations, consider not posting.**

Student Safety

- When contributing online NEVER post confidential student information or academic records.
- No identifying personal information, such as student full names, addresses or phone numbers should appear on blogs or wikis or other social media.
 - However, a student’s full name and image may appear when that student comments or posts on social media. This is unavoidable and considered the responsibility of their parent or guardian as to whether or not they permit their child to participate in social media using their own name and likeness.
- Contact via social networking tools should only be initiated by the student. No employee should actively solicit “friends” from the student population, whether via their personal network or a school sponsored activity.
- We recommend that employees “ignore” “friend” requests from current students on personal sites. You may want to inform your class that you won’t accept any “friend” requests from students until they are out of the class (or out of the district- as you see fit), however you can invite them to send their parents over to your site.
- If an employee makes the choice to accept student “friend” requests on social networks, the employee must realize that school administrators and parents may request or subpoena to view unfiltered passive and active interactions with those students should concern arise for that student’s wellbeing.
- Before posting videos and photographs of students participating in any school sponsored activity, seek approval from your administrator or principal. Check photo permissions of all

students pictured. Never identify students pictured by their full names, but rather, if identification is necessary, by first name only.

Professionalism

- Osborn district policy regarding staff conduct with students is in place to govern all conduct, either via electronic media or face-to-face in the classroom as well as before and after school and during recess. All personnel are expected to relate to students in a manner that maintains social and moral patterns of behavior consistent with acceptable professional conduct.
- Where school sponsored online media are open to content and participation (such as comments) from students and parents, teachers are encouraged to carefully monitor comments for proper online etiquette including absence of cyber bullying, appropriate language and image use, and adherence to US copyright laws. When the sponsoring teacher is no longer able to monitor, they should disable the participatory elements.
- Please note that if anything on your personal page, including your district email, identifies you as an Osborn District employee, you are subject to all district policies and procedures related to professional conduct.
- Additionally, if you identify yourself as an Osborn employee on your personal page, as an employee of a public institution, **all communication** is subject to requests for public information related to school.
- We recommend the establishment of two social media pages for employees who wish to use social media in a professional context, one for personal and the other for professional activities.
- Special care should be taken with personal account privacy settings and how you setup your profile, biographical timeline, digital pictures or avatars that represent yourself, etc.
- Be aware that others may not only view the sites that you have bookmarked or 'liked', they may also see your avatar, pictures in which you are "tagged", and facebook photo album pictures when your name is searched or Googled.

It is the decision of the employee whether or not to participate in a blog, Wikipedia, discussion forum, online social network or any other form of online publishing or discussion. However, ***to the extent that employees, faculty, parents and members of the school community represent Osborn School District to each other and to the wider community, participation in such social media should be done responsibly with a mind toward how both the location where one chooses to participate and the content one posts reflect on that person individually and on their school and on the district.*** Moreover, issues concerning the proper respect for the privacy of students, confidentiality of sensitive information and respect for copyrights and trademarks are all important to understand before participating in an online social environment.

As stated previously, the bottom line is this: **private information can become public very quickly, and cannot be reversed; it is therefore wise to assume that all information you post, publish or send may become public, and if you have reservations, consider not posting it.**

Name: _____ Initial _____ Date _____