

SOCIAL MEDIA GOES TO SCHOOL?



By Dionne A Rowe
Office of General Counsel
rowed@gc.adventist.org

First Things First. . .

social media

noun pl but singular or pl in constr

: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

From <http://www.merriam-webster.com>

Social Media v. Social Networking

social networking

noun

1. the development of social and professional contacts; the sharing of information and services among people with a common interest.
2. *Computers.* the use of Web sites or other online technologies to communicate with people and share information, resources, etc.: *I met my husband through social networking.*

From www.dictionary.com

The History of Social Networking

A **TIME** Magazine

Odd Todd Cartoon

http://www.time.com/time/video/player/0,,710921182001_2037224,00.html



Popular Social Media



NSBA Survey

- 50% of teens talk to peers about school work online
- 60% say they discuss education-related topics
- 96% of students with access to the internet build social networks

Opposition to Social Media



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- Lets other teachers take part and collaborate in educating students

Adapt Technology to the Classroom

“When it’s another generation’s technology, it’s easy to be uncomfortable with it and say we don’t need it,” . . . “We want to say to people, explore these things. Figure out what kinds of tools they are. By no means are we saying people shouldn’t be safe. But we also don’t want to see policies that are so restrictive that the unintended consequence is to keep the technology out of the hands of educators.”

Ann Flynn, NSBA director of educational technology

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- Promotes inclusiveness for all students

Benefits for Students

- Development of communication skills
- Increased skill in technology
- Increased exposure to varied views
- Increased talent to work on group projects
- Development of optimistic self-images

Benefits for Teachers

- Increased access to resources
- Collaboration with other teachers
- Reach parents unable to come to the school
- Form partnerships with schools in other states or countries
- Cost-effective way to convey information to parents about school and events

Twitter Example

- Ask questions and clarify regarding material for class
- Provide updates
- Get help on test prep (SAT, ACT)
- Respond to teaching writing prompts
 - Limited to 140 characters
 - Requires persuasion, brevity, accuracy

Children's Online Privacy Protection Act (COPPA)

- For children 13 and under:
 - Requires “verifiable parental consent”
 - Give parents choice as to whether the child’s info is disclosed to third parties
 - Maintain “confidentiality, security and integrity” of children’s personal information
 - Posted privacy noticed on every page where a child’s person information is collected
 - Parental access to child’s information and opportunity to delete and opt out of future collection
- Goal: To place parents in control over what information is collected from their children online.

Children's Internet Protection Act (CIPA)

- Internet safety policy that includes technology protection measures
 - Block or filter Internet access to pictures that are: (a) obscene; (b) child pornography; or (c) harmful to minors (for computers that are accessed by minors)
- Adopt and enforce a policy to monitor online activities of minors

CIPA (cont'd.)

- Adopt and implement an Internet safety policy addressing:
 - (a) access by minors to inappropriate matter on the Internet;
 - (b) the safety and security of minors when using electronic mail, chat rooms and other forms of direct electronic communications;
 - (c) unauthorized access, including so-called “hacking,” and other unlawful activities by minors online;
 - (d) unauthorized disclosure, use, and dissemination of personal information regarding minors; and
 - (e) measures restricting minors’ access to materials harmful to them.

Legal Considerations

- Freedom of speech
- Search and seizure protections
- Know the difference between criminal behavior and “kids being kids”
- Review existing policies or create new ones
 - Computer network use
 - Internet safety
 - Use of personal electronic devices
 - Codes of conduct
 - Sexual harassment & bullying prevention

Review/Create Social Media Guidelines

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1. Examine your school culture

- How are social media products currently being used by students? By teachers? By administrators and parents?
- How can they be leveraged for better communication?
- What are the fears about social media in school?
- Are there any “bright spots” where social media is already being used successfully?

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2. Organize a Team

- Does everyone on the team share the same goal?
- Is everyone committed to transparency?
- What is your time frame?

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4. Draft Your Document & Incorporate Feedback

- How will you make your drafts available to your community?
- How much input do you want?
- Should you set limits to prevent overload?

Creating Social Media Guidelines (*cont'd.*)

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5. Make Sure the School Attorney and School Board See the Draft
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6. Introduction to the School Community

- How will you introduce the policy or guidelines to your community? Will you hold meetings at the school? Send emails?
- Do any major themes emerge in your community's feedback?
- What will you do if the guidelines are not well received?

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7. Review Periodically

Safe & Effective Implementation

1. Consult experts
2. Have a concise, written policy
3. Learn from past mistakes
4. Stress accountability
5. Have a collaborative classroom page

Safe & Effective Implementation

6. Address inappropriate conduct immediately
7. Enforce rules about proper use
8. Reshape policy to reflect reality
9. Involve the community
10. Highlight and teach about risk

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4. Consult with your principal – follow established policies
5. Keep your personal profile private

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8. Be mindful of your “friends”
9. Communicate with parents in advance
10. Report inappropriate student commentary immediately

Don't Give in to Temptation!

The Joy of Tech™

by Nitrozac & Snaggy



Signs of the social networking times.

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- Clearly disruptive of school discipline

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- Cyber staff harassment
- Failure to follow policies

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Reality Checks

1. The internet never forgets.
2. Cyber-bullying exists and is a problem!
3. Parents & teachers cannot fully protect children online.
4. Privacy settings change constantly – keep up!!

Social Networking Sites for Teachers



www.ning.com



www.edmodo.com



www.teachade.com



www.oasis.g8four.com



www.classroomearth.org



www.lore.com



www.educatorsconnect.com

SOCIAL NETWORKING Q&A
