

## SOCIAL MEDIA GUIDELINES

Social media's role in education is to support communication and collaboration, publish student work for authentic audiences, and develop in students the skills necessary to participate online in a safe and productive manner.

**All social media services used for classroom/instructional purposes are considered extensions of the classroom and all classroom, building and District expectations, rules, and policies apply to these online spaces.**

**All work in these online spaces must be in connection to the District curriculum and support student achievement in mastering District standards, benchmarks and learning targets.**

**District Paperwork:** In order to participate in any social media project, all students must have on file a signed Acceptable Use of Technology Agreement ([AUP Gr K-5](#) [AUP Gr 6-8](#) [AUP Gr 9-12](#)). Teachers must also check with their building records clerk to see if parents have submitted a Student Information Opt Out Form. ([Opt Out K-8](#) [Opt Out 9-12](#)) If Parents have requested a comprehensive opt-out (A) or limited opt-out (B or C), the following director information for that student **may not** be published:

- **Comprehensive opt-out (A):** student's name, address, email address, photograph, date of birth, dates of attendance, grade level, participation in officially recognized activities and sports, weight and height members of athletic teams, or awards and honors received;
- **Limited opt-out (B):** student's name, likeness, or voice in any videotape, television, motion picture, audio recording, or still photograph production (either print, video, or web-based);
- **Limited opt-out (C):** student's name, address, and telephone number.

**Parent/Guardian Notification:** Teachers are encouraged to communicate with parents/guardians regarding their student's participation in any online extension of the classroom, providing the information necessary to view their student's online work.

Parent/guardian notification will include:

- Teacher's district voice mail and email address,
- Guidelines for parent/guardian participation in the online portion of the class, if this is available, and
- How the use of social media supports the learning objectives of the class.

**Administrator Notification:** While teachers have the primary responsibility to moderate/monitor and web-based extensions of the classroom, administrators also have a role in monitoring such sites. Teachers are expected to provide their principals with the URL of any instructional page/website/forum/blog/etc. created for posting content about or created by students (please note that this does not include personal pages/sites).

Just as principals are to know what is occurring in the physical classroom, principals are expected to view web-based extensions of the classroom periodically and notify the teacher

of any content is discovered that is contrary to these guidelines or otherwise may compromise student privacy and/or safety.

### **Grades 9 – 12**

**Students' Names 9-12:** Students and student work may be identified by the student's first name and last name or an appropriate alias. There is a delicate balance to be struck between developing students' sense of authorship and protecting their privacy. Before using a student's name online – on individual or group assignments, in the text of a published work, or spoken as part of an audio/video recording – teachers must make sure the parent/guardian has not submitted a Student Information Opt Out Form.

**Images/Photos/Video 9-12:** Images/Photos/Videos of individual students, small groups, and the whole class are allowable; related text/audio may identify which student is which.

Using images/photos/videos of students requires balancing safety and privacy against students' pride in their work. Before any image of a student is used online, including individual, small group or whole class images/photos/videos, teachers must make sure the parent/guardian has not submitted a Student Information Opt Out Form.

**Student Works:**

- 9-12: All student work must be *monitored* by the teacher, who will direct students, as necessary, to revise works so that they reflect District academic expectations.
- If a social media tool allows public commenting, public commenting must be either turned off or all such comments must be *monitored* by the teacher, who will delete comments that violate District policies or are otherwise inappropriate for the classroom.
- All student work published online must follow District copyright policy, and teachers and students need to be aware that fair use protections for the physical classroom may not extend into the online environment. The building teacher librarian is a resource for answering questions regarding copyright and fair use.

The District recognizes the many benefits of students publishing for an authentic audience beyond the walls of the classroom. Teachers are charged with working with students to produce quality works that demonstrate high levels of academic thinking and integrity.

**Grades K-8**

**Students' Names K-8:** Students and student work should be identified only by the student's first name or an appropriate alias. There is a delicate balance to be struck between developing students' sense of authorship and protecting their privacy. Before using a student's name online-on individual or group assignments, in the text of a published work, or spoken as part of an audio/video recording-teachers must make sure the parent/guardian has not submitted a Student Information Opt Out Form.

**Images/Photos/Video K-8:** Images/Photos/Videos of students-individually, in small groups, or whole class-should be such that related text/audio does not identify which student is which. Images meant to signify individual students and their work should take the form of a representational image or avatar.

Using images/photos/videos of students requires balancing safety and privacy against students' pride in their work. Before any image of a student is used online, including individual, small group or whole class images/photos/videos, teachers must make sure the parent/guardian has not submitted a Student Information Opt Out Form.

**Student Works:**

- K-8: All student work must be *moderated* by the teacher prior to publication online. The teacher will direct students to revise works, as necessary, to ensure that works are appropriate for the online extension of the classroom prior to publication.
- If a social media tool allows public commenting, public commenting must be either turned off or all such comments must be *moderated* by the teacher, who will delete comments that violate District policies or are otherwise inappropriate for the classroom.
- All student work published online must follow District copyright policy, and teachers and students need to be aware that fair use protections for the physical classroom may not extend into the online environment. The building teacher librarian is a resource for answering questions regarding copyright and fair use.

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