

Staff Use of Information Technology and Communication Resources

522.71

(A) 5-13-02

(R) 5-14-12

(R) 10-12-15

Purpose and Rationale

The School District of Lodi (SDL) understands the importance of teachers, students and parents engaging, collaborating, learning and sharing in digital environments. SDL is also committed to effectively using a range of communications strategies and techniques to ensure that the public, our stakeholders, and staff are fully engaged and informed. To this aim, we have developed the following guidelines to provide direction for employees when participating in online social media activities.

While social media/networking sites can be an effective means of communication and instruction, employees need to be aware of the obligations and requirements when using these tools. The SDL shall guide District staff on what social media outlets may be suitable for use by staff for professional purposes. The District Technology Committee shall serve to guide and educate departments on how to best use various social media outlets and Web 2.0 tools to achieve their learning and communication objectives.

How Social Media will be used

1. Communications Strategy: To inform and engage internal and external stakeholders.
2. Staff Use: To promote professional learning communities and meaningful collaboration, as well as improve student achievement.
3. Student and Instructional Use: To support student learning and collaboration.
4. Others: To promote collaboration and engagement of groups, such as parent-teacher organizations etc.

Policies and Rules

1. The Board of Education has an overriding interest and expectation in deciding who may “speak” and what is “spoken” on behalf of the school district on public social media sites. All official SDL presences on social media sites or services are considered an extension of the District’s information networks and are governed by the Acceptable Use Policy. This includes policies regarding personal use of District resources (not accessing social media websites for personal reasons during work hours) and policies regarding staff and student interaction.

2. Staff that use social media are responsible for complying with applicable federal, state, and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, records retention, privacy laws (FERPA) and information security policies established by SDL.
3. Staff should inform their building principal before using social-media websites for work purposes.
4. The Technology Committee and the District library/media technology professionals will assist staff in developing appropriate uses for social media and helping define an instruction or communication strategy for using these tools.
5. Employees representing SDL via social media outlets must conduct themselves at all times as representatives of SDL. Employees who fail to conduct themselves in an appropriate manner shall be subject to disciplinary action.
6. The building principals will monitor District-sponsored social media sites developed by their staff to ensure adherence to the social media procedures for appropriate use.
7. Violation of these standards may result in a request for the removal of staff/program pages from social media outlets.
8. District media sites, web pages and/or social media should promote learning/instruction, curriculum, school activities and/or information about the School District of Lodi.
9. SDL directory data are not to be used when posting student photos, work, links, and information. Please consult your building principal and/or building secretary if you are not familiar with directory data releases and the accompanying procedures.

Definitions

Social Media: It's a subset of Web 2.0 that allows you to create, organize, share, and strategize with others. Unlike established media outlets, the users create and control the content. Instead of newspaper, think blog. Instead of clipart, think Flickr. Instead of waiting for something to be printed or created, social media is more immediate and direct.

Examples of Social Media:

- Facebook
- Diigo
- MySpace
- Twitter
- YouTube
- Delicious
- Flickr
- Glogster

Web 2.0 Tools: Tim O'Reilly who coined the term Web 2.0 says it is "all about harnessing collective intelligence." All of the tools that were only accessible on your computer...now they are accessible from anywhere. And most likely they are also free. Instead of Microsoft Office, think GoogleDocs. Instead of encyclopedia, think Wikipedia.

Examples of Web 2.0 Tools:

- VoiceThread
- GoogleApps
- Moodle
- PBWorks
- Wikispaces
- Wikipedia
- SlideShare

Recommendations for SDL Staff – Do's and Don'ts

Do's	Don'ts
Use District supported communication tools to communicate online with students instead of public social media sites.	Do not communicate with currently enrolled students on social-networking sites, either personally or professionally.
When using Facebook or a similar tool, consider creating a fan page rather than "friending" students, and let the students come to you (but never the reverse).	Do not publish photos or videos of students on non-district hosted sites (i.e., social media).
Where possible, use "teachable moments" to guide students in safe and appropriate ways to share information via social media, including preserving their own privacy and the privacy of others.	
If deciding to use social media for work purposes, keep your private account separate from your "school" account. For legal and privacy reasons, set up an account with your name, but put SDL at the end to distinguish between the two.	Do not access personal sites using District equipment or tools, especially during the work day. Please remember that personal use of District equipment is not only logged, but there are policies relating to its use.
Monitor all components of your social media accounts for posts, comments, or "tags" from others.	
When you choose to join or engage with district families or fellow employees in a social media context, outside of District supported tools, you are advised to maintain your professionalism as a district employee. You still have responsibility for	Don't make disparaging comments about colleagues, students, or community members. Although you may intend that only select people see the comments, they can easily be shared with others.

addressing inappropriate behavior or activity on these networks, including requirements for mandated reporting.	
Respect the privacy of your fellow employees and the opinions of others. Before sharing a comment, post, picture or video through any type of social media, the consent of any people or organizations identified by this activity is not only a courtesy, it is a requirement.	Never comment on anything related to legal matters or student or employee confidentiality.

Guidelines and Helpful Hints

The line between private and public activity has been blurred by social media tools such as Facebook, MySpace, Twitter, and YouTube. Information posted online, even if it's just to friends or family, can be easily circulated and expanded beyond the intended audience. This content, therefore, represents you, and in many cases our school, and the School District of Lodi.

What follows are some basic but important guidelines to help SDL staff deal with changing world communication and to provide additional guidance on specific issues. These apply to whether you are using social media sites for personal or professional use. It should be understood that individuals have the right to express themselves, but should be aware of the potential negative consequences and liabilities.

First and foremost – staff are encouraged to be extra cautious, as our jobs involve working with children who are heavy users of social media as a primary form of communication, further blurring the line between personal and private.

What Happens Online, Stays Online

- Recognize that everything you write on a social media site is public. Anyone with access to the web can get access to your activity on social media sites. Regardless of how careful you are in trying to keep your personal and professional life separate, in your online activity these two lives do overlap.
- Use the highest level of privacy tools available to control access to your personal activity when appropriate, but remember that may not be enough. Use common sense when sharing information online and remember that the expectation of privacy on the Internet is extremely low.
- Understand that information you post may be used by others and may remain even after you delete your account. For example, in Facebook's privacy statement, you'll find language like this:
 - i. Some of the content you share and the actions you take will show up on your friends' home pages and other pages they visit.

- ii. If another user tags you in a photo or video or at a place, you can remove the tag. You can also limit who can see that you have been tagged on your profile from your privacy settings.
 - iii. Even after you remove information from your profile or delete your account, copies of that information may remain viewable elsewhere to the extent it has been shared with others, it was otherwise distributed pursuant to your privacy settings, or it was copied or stored by other users.
 - iv. You understand that information might be reshared or copied by other users.
 - v. Certain types of communications that you send to others cannot be removed, such as messages.
- You should conduct yourself in social media forums (both personal and professional) with an eye on how your behavior or comments might appear if we were called upon to defend them as a school district. In other words, don't behave any differently online than you would in any other public setting.
 - Remember that the terms of service of a social media site apply to what you post and gather on that site. The terms might allow for material that you post to be used in a different way than you intended. Additionally, law enforcement officials may be able to obtain by subpoena anything you post or gather on a site without your consent – or perhaps even your knowledge.
 - When disagreeing with others' opinions, keep it appropriate and polite. Replace error with fact, not argument. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive. Try to disengage from the conversation in a polite manner.
 - Be thoughtful – it's easy to say things online that you wouldn't say in person. Reread before pushing the submit button.
 - Avatar images, profile pictures, and profile information should follow the same guidelines.

Sources:

DeForest Area School District Social Media Guidelines [Date File]. DeForest, WI: DeForest Area School District.

Brooker, A. (n.d.). *Social Media Guidelines* [Data File]. Green Bay, WI: Green Bay Area Public School District.

Roanoke County Social Media Policy [Date File]. Roanoke County, VA: County of Roanoke.

Schrier, Bill (2010). "City of Seattle Blogging Policy." Seattle.gov

Julka, Michael j., "School Leaders Advancing Technology in Education, Legal Issues Relating to Technology in our Schools, presented December 8, 2010 (WASDA SLATE Conference)

Definitions of New Electronic Communications Technologies – Social Networking Sites

1. **Facebook** is a website that allows individuals to create and customize profiles about themselves, and provide information by posting photographs, lists of personal interests, contact information, and other personal information. Individuals may send private messages to others in a manner similar to e-mail. Individuals may also communicate with other users by posting messages via a feature known as a "wall," and can choose to limit access to their information through privacy settings.
2. **MySpace** is an online, Internet community that allows users to create and customize personal profiles with information about themselves. Profiles contain "About Me" and "Who I'd Like to Meet" sections for users to complete with their personal information. MySpace also allows users to add photographs and images to their profiles. Additionally, it allows users to upload their own music and create their own blogs.
3. **Twitter** is a "micro-blogging" site that allows users to send and receive updates known as "tweets." Tweets are limited to 140-character-long posts that are displayed on a user's page and delivered to that user's subscribers. Users may restrict access to their tweets to their friends, or allow anybody to access them.
4. **LinkedIn** is a business-oriented social networking site. The purpose of this site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people on the list are called Connections.
5. **Blogs** (a contraction of the phrase "website log") are online journals where registered users are provided their own website on which to post writings, photographs, and video. A "blogger" may determine whether to make his or her blog available to the public or to limit access to approved users.
6. **YouTube** is a video-sharing website on which users can upload, share, and view videos. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.
7. **Text Messaging** or texting refers to the exchange of brief written messages between fixed-line phone or mobile phone and fixed or portable devices over a network. These messages may contain image, video, and sound content.

8. **Instant Messaging** is a form of real-time direct text-based communication between two or more people using personal computers or other devices. The user's text is conveyed over a network, such as the Internet. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling (e.g., Skype).

Source: SCHOOL LEADERS ADVANCING TECHNOLOG IN EDUCATION, Legal Issues Relating to Technology In Our Schools, Presented by Michael J. Julka, December 8, 2010.