

Social Media and the School

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Why School Staff Use Social Media?

- Traditional communication methods in reaching students and parents are no longer working.
- Online media allows for timely distribution of information.
- Convenience - we are communicating with Facebook and Twitter anyway!
- Easy connectivity to online teaching tools.
- It's free!

Various Social Media Formats used by Educators include:

- YouTube
- Facebook
 - Blogs
- LinkedIn
 - Wikis
- Twitter
 - Flickr
- Slideshare
 - MySpace
 - Pinterest
 - Tumblr
 - Texting

How to use Social Media as a Teacher

- Keep your administrators informed of your school-related social networking site (safety and privacy)
- Nothing you do online is private
- Kids look to adults to set clear boundaries in person and online
- Friend students? Parents?
- 40 districts nationwide have social media policies.
- Teach students digital citizenship

Consequences of inappropriate social media usage

- Three teachers and two administrators suspended in Florida over relationships with students that involved texting.
- Teacher at Catholic school fired for supporting student protest on Facebook.
- Teacher's aide fired for posting a picture of a co-worker on FB and then failing to comply with Superintendent's request to see her posting.

Portland Public Schools

Social Networking Guidelines:

- Employees are personally responsible for the content they publish on blogs, wikis, etc... They should provide clear disclaimers that the views represented are that of the author alone and do not represent views of PPS.
- Be respectful to your organization, other employees, customers, partners, peers, and students.
- Your online presence reflects your organization

Know the difference professional vs. private pages

facebook fan pages are public information pages that can be created by teachers to communicate with students.

facebook personal profiles- are what individuals create to share details of their personal lives with viewers of their choice.

FB Privacy Concerns

- Restrict your profile
- Don't show DOB or home address
- Turn off location features to prevent "cyberstalking"
- Remember that each time FB chooses to create a new profile, it will change your settings
- Keep all student-teacher communication strictly professional
- Keep your private life and public life separate
- Remember that content is cached on the web, so even if you remove something, it may still be out there

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