Pleasanton Unified District Social Media Guidelines

The Pleasanton Unified School District (PUSD) realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, learning, and sharing in these digital environments is a part of 21st century learning. To this aim, PUSD has developed the following guideline to provide direction for instructional employees, students and the school district community when participating in online social media activities to keep in compliance with the Children's Internet Protection Act (CIPA).

Whether or not an employee chooses to participate in a blog, wiki, online social network or any other form of online publishing or discussion it is his or her own decision. Free speech protects educators and students who want to participate in social media, but the laws and courts have ruled that schools can discipline teachers and students if their speech, including online postings, disrupts school operations. (See PUSD BP 5145.2 Freedom of Speech/Expression)

The PUSD social media guidelines encourage employees to participate in online social activities. But it is important to create an atmosphere of trust and individual accountability; keeping in mind that information produced by PUSD teachers and students is a reflection on the entire district and is subject to the district's Acceptable Use Policy. By accessing, creating or contributing to any blogs, wikis, or other social media for classroom or district use, you agree to abide by these guidelines. Please read them carefully before posting or commenting on any blog or creating any classroom blog, wiki and/or podcast.

PUSD Board Policies Regarding Social Media

BP 0440 District Technology Plan
BP 1113 District and School Web Sites
AR 4040 Employee Use of Technology
BP 4119.21 Professional Standards
BP 5020 Parent Rights and Responsibilities
BP 5145.2 Freedom of Speech/Expression
BP 6163.4 Use Of Telecommunications Network

Social Media Guidelines for Faculty & Staff

Profiles, Identity & Personal Responsibility

The lines between public and private, personal and professional are blurred in the digital world. Remember your association and responsibility with the Pleasanton Unified School District in online social environments. If you identify yourself as a PUSD employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students. How you represent yourself online should be comparable to how you represent yourself in person.

- When posting to your blog be sure you say that the information is *representative of your views and opinions and not necessarily the views and opinions of Pleasanton Unified School District.*
    - o For example, "The postings on this site are my own and don't necessarily represent Pleasanton Unified School District's positions, strategies, opinions, or policies."
    - o Classroom blogs do not require a disclaimer, but teachers are encouraged to moderate content contributed by students.

- ***When contributing online do not post confidential student information.***
    - o No last names, school names, addresses or phone numbers should appear on blogs or wikis *without permission from parents*.
    - o Be aware of what students have "Do Not Photo" and adhere to this.

- Remember that blogs, wikis and podcasts are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
    - o Respect copyright and fair use guidelines. See U.S. Copyright Office - Fair Use.

- Comments related to the school should always meet the highest standards of professional discretion. When posting, even on the strictest settings, staff should *act on the assumption that all postings are in the public domain.*

- Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned.

- Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.

- Photographs relating to alcohol or tobacco use may be deemed inappropriate. Remember, your social networking site is an extension of your personality, and by that token an extension of your professional life and your classroom.

- Microblogging (Twitter etc.) comments made using such media are not protected by privacy settings. Employees should be aware of the public and widespread nature of such media and again refrain from any comment that could be deemed unprofessional.

Requests for Social Media Sites

The Pleasanton Unified School District understands that 21st century learning is constantly changing technology and that some sites that are currently "blocked" by PUSD's internet filter may have pedagogical significance for teacher and student use. There may also be educational web applications you wish to use in the classroom to enhance the student learning experience. The challenge with these applications is maintaining student privacy, as some of these apps 'data mine' for confidential student information.

- If you would like to request that another online site be accessible to use for teaching and learning, please submit a request for service via **Request Tracker (RT) at https://rt.pleasanton.k12.ca.us/**

- A description should be provided of the intended use of the site and what tools on the site match your needed criteria.
  - It would also be beneficial if you can tie your request to state curriculum standards or the students or teacher **National Educational Technology Standards** (or ISTE).

- Parents should be notified of any new social media or web applications you intend to use in the classroom and must give "opt-in" permission before use.

- A link to the sites privacy policy should be included if possible.

- Requests will be reviewed and the district social media guidelines will be updated periodically throughout the school year.

Social Media Guidelines for Students

Due to the wealth of new social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Below are guidelines students in PUSD should adhere to when using Web 2.0 tools in the classroom.

1. Be aware of what you post online. Social media venues including wikis, blogs, photo and video sharing sites are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you wouldn't want friends, enemies, parents, teachers, or a future employer or college/university to see.
2. Follow the school's code of conduct when writing online. It is acceptable to disagree with someone else's opinions, however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.

3. Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone besides your teachers and parents.
4. Linking to other websites to support your thoughts and ideas is recommended. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
5. Do your own work! Do not use other people's intellectual property without their permission. It is a violation of copyright law to copy and paste other's thoughts. When paraphrasing another's idea(s) be sure to cite your source with the URL. It is good practice to hyperlink to your sources.
6. Be aware that pictures may also be protected under copyright laws. Verify you have permission to take a photo and/or use the image.
7. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
8. If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell your teacher right away.
9. Students who do not abide by these terms and conditions may lose their opportunity to take part in the project and/or access to future use of online tools.

Social Media Guidelines for Parents

Classroom blogs and other social media are powerful tools that open up communication between students, parents, and teachers. This kind of communication and collaboration can have a huge impact on learning. PUSD encourages parents to view and participate by adding comments to classroom projects when appropriate.

1. Parents are highly encouraged to read and/or participate in social media projects.
2. Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, wikis, podcast, etc.
3. Parents will need to sign a release form for students when teachers set up social media activities for classroom use. *This may be a one-time release signed at the start of the school year.*
4. Parents will not attempt to destroy or harm any information online.
5. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
6. Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
7. Parents should not upload or include any information that does not also meet the Student Guidelines.