

The American School in London

Student web publishing guidelines

When you post content online (text, images, videos, audio) you are creating a digital footprint that may be available online for the rest of your life (and beyond). Keeping that in mind, the following guidelines should be followed when posting content for an ASL class or extra-curricular activity:

- Make sure your work is your own; if you are using the words or ideas of other people, make sure that you give appropriate credit. If you reference other posts or webpages, include a link and/or citation so that people can look at the original source material. If you post images, video, or audio that was not created by you, make sure you have the owner's permission (or that the content is free from copyright) and then give appropriate credit.
- Follow teacher directions about publishing digital assignments; class projects which are not meant to be published for public use on YouTube or a blog, for example, should not be.
- If hashtags (#) are to be used at all, they should be included to allow readers to find posts about a common topic. Hashtags should not include inside jokes or be used to convey sarcasm.

Text

- Check spelling and grammar before posting; writing for school should be more formal than the writing you include in text messages or on social media.
- Rational, constructive disagreement is okay; personal attacks, stereotyping, or exaggeration is not.
- Opinion posts should include rational reasons for your disagreement and possible solutions to the problem. If you have no rational reasons and no reasonable solutions, then you're just whining, and that's not appropriate for a school post.
- Remember that you are adding to your digital footprint when you publish online. Don't post anything that you would be embarrassed to take credit for now or in the future.
- If you get inappropriate comments on a post, don't respond. In most cases you should take a screenshot and delete the offending post, and check with a teacher for how best to respond or deal with the comment.
- Consider whether you want people to be able to connect your school blog to your social media accounts. For example, if you have a blog post about some photos you took, do

you want to include a link to your Instagram or Flickr account? Or do you want to keep your school and social accounts separate? Links must be school appropriate as well as worthwhile and relevant to the topic you are posting about.

- Do not reveal personal information about yourself or others. This means that you shouldn't reveal phone numbers or addresses.
- Protect the privacy of the people you are writing about, including yourself. Don't post details about where and when you will be in the future or where you regularly go.
- Bad: "My St. John's Wood football team practices every Monday at 6 pm in Regent's Park."
- Good: "I play for a club soccer team that practices once a week."
- Use people's names (including your own) respectfully and with a purpose. When you include someone else's name in your posts, remember that you are adding to their permanent digital footprint as well as your own.

Images/video

- Make sure you have permission from people in your images / video or use copyright free material before posting online.
- Do not post unflattering images / videos. Posts should never be designed to embarrass.
- Post photos / videos that protect the privacy of the people in them. Avoid identifying details like addresses (posing in front of their home or school).
- Photos, videos, and other media captured for school use must not be repurposed and used in a context other than for school and education purposes.