

Social Media, Education and Data Privacy

The statistics around student personal use of Social Media clearly demonstrate an opportunity to use these forums to capture their attention in the classroom. As these technologies have gained in popularity, so too have many educators recognized that social constructivism and the theory that people learn most effectively when interacting with other learners can be proven out through effective use of these websites and applications.











While educators are focused on using sound learning theory with targeted use according to the curriculum, it is equally important to be cognizant of the need for protecting student data privacy.

Below are a few quick tips on ensuring that use of Social Media in the classroom.

- Create, maintain and post District and School social media guidelines in applicable locations such as websites, flyers, and handbooks.
- Advise educators to not use Social Media in the Classroom without parental consent but rather obtain written consent (Opt-In, Opt-Out) at the start of each year and continue to do so as it is appropriate.
- Encourage staff to constantly monitor Social Media application settings to ensure that vendor updates do not inadvertently expose student data.
- Frequently assist educators, students and parents in learning about social media safety, privacy, security and digital literacy.
- Monitor new and modified state and federal laws which could impact the use of Social Media in the classroom.
- Remind staff that use of photos and videos without parental consent is a breach of FERPA.
- Inform all staff that student Personally Identifiable Information comes in many forms: names in filenames, student handwriting samples, name tags, etc.
- Monitor for release of any student assessments (or any educational record) into the public domain.

Social Media in the Classroom

PRIVACY DO'S & DON'TS

<div style="text-align: center; font-size: 2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">HAVE GUIDELINES</div> <p style="font-size: 0.8em; margin: 0;">Create, Maintain and Post District/School Social Media Guidelines.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">USE OPT-IN/OPT-OUT</div> <p style="font-size: 0.8em; margin: 0;">Obtain Written Consent/Opt-Out at the start of each year from parents / guardians.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">BE APP SAVVY</div> <p style="font-size: 0.8em; margin: 0;">Encourage staff to constantly monitor Social Media application settings to maintain privacy.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">TRAIN USERS</div> <p style="font-size: 0.8em; margin: 0;">Frequently assist educators, students and parents in learning about social media safety, privacy, security and digital literacy.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #4a7ebb; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">KNOW THE LAW</div> <p style="font-size: 0.8em; margin: 0;">Monitor new and modified state and federal laws which could impact the use of Social Media in the classroom.</p>	<div style="text-align: center; font-size: 2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #a00; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">USE WITHOUT CONSENT</div> <p style="font-size: 0.8em; margin: 0;">Advise educators to not use Social Media in the Classroom without parental consent.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #a00; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">OVERSHARE</div> <p style="font-size: 0.8em; margin: 0;">Remind staff that use of photos and videos without parental consent is a breach of FERPA.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #a00; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">IGNORE PII</div> <p style="font-size: 0.8em; margin: 0;">Inform all that student PII comes in many forms: names in filenames, handwriting, name tags, etc.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #a00; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">MAKE PRIVATE PUBLIC</div> <p style="font-size: 0.8em; margin: 0;">Monitor for release of any student assessments (or any educational record) into the public domain.</p> <div style="text-align: center; font-size: 1.2em; margin-bottom: 10px;"></div> <div style="text-align: center; background-color: #a00; color: white; padding: 5px; border-radius: 5px; margin-bottom: 10px;">ASSUME</div> <p style="font-size: 0.8em; margin: 0;">Frequently ask parents/guardians to consent or opt-out of sharing student data throughout the year.</p>
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Source: <https://www.commonsense.org/education/blog/protecting-student-privacy-on-social-media-dos-and-donts-for-teachers>