

Purpose

Council Rock School District recognizes the importance of encouraging and protecting staff and students while they participate in an evolving world of Social Media. Council Rock School District (Council Rock) establishes these guidelines to provide direction to our staff, students, and school community when their interactions include the use of Social Media

Social Media, as used in these guidelines, is any form of electronic communication – single, group, or mass network - which allows interaction among users. As used in these guidelines, Social Media also includes other online tools and text or other non-verbal communication using cell phones or other electronic devices.

Council Rock's Social Media Guidelines encourages staff and students (Users) to participate in Social Media in an atmosphere of **trust and mutual respect**. By accessing, creating, or contributing to Social Media for classroom or school use, all Users agree to abide by these guidelines and understand that their use is subject to School Board Policies including Policy 815 on Acceptable Use (AUP). It is the responsibility of each member of our staff and each student in secondary schools to read and to understand these guidelines and policies before using Social Media in Council Rock. If you have questions about any of these policies or these guidelines, please direct them to socialmedia@crsd.org.

General Guidelines for ALL USERS.

1. All users governed by these guidelines will follow both these Social Media Guidelines and Policy 815 on Acceptable Use (AUP). Students in Middle School and Elementary School will be instructed on the relevant portions of the AUP and these guidelines during class sessions. High School students are expected to read and understand the AUP and these guidelines.
2. When posting information through school computers, all Users should remember and understand that postings will be subject to monitoring by the school district.
3. The use of Social Media in school should be thoughtful, relevant, and connected to Council Rock's instructional program.
4. Postings and use of Social Media should conform to Copyright Laws. In many cases, the use of Copyright material for instructional purposes will conform to Fair Use under Copyright Law. Questions about the use of Social Media and Copyright may be directed to the school librarian or teacher.

5. If you identify yourself as a staff member or student of Council Rock in Social Media, your content must be consistent with the image, purpose, policies, and mission of Council Rock. *If you are posting content about Council Rock that is your opinion, you need to clearly identify that content as your opinion.*
6. As a matter of safety, common sense, and/or law, you should not put identifying, personal information such as names, addresses, pictures, or phone numbers when using Social Media.
7. When a student or staff posts a comment or other material to Social Media opened, sponsored and managed by Council Rock, the school district reserves the right to edit or remove comments or materials.

Staff Guidelines

Council Rock staff is personally responsible for the content they publish online. Online behavior should reflect the same standards of honesty, respect, and consideration that Council Rock expects when you engage in face-to-face contacts with students and our school community. While Council Rock understands and respects the rights of staff to private expression, that expression may be subject to school discipline when the expression disrupts the school setting or represents the school district in a way that is judged to be inappropriate.

Council Rock recognizes that students engage in Social Media as a primary method of communication. There are many opportunities in classrooms to create or engage in Social Media, which have instructional significance for teacher and student use. If a member of our staff seeks to build Social Media for teaching and learning, the building administrator should be made aware of the Social Media and notified of the content and curricular connection.

When using Social Media, the following recommendations/best practices are offered for staff. While not absolutes, these categories are offered for our staff as guidelines for their use of Social Media and other communication tools.

Recommended Communication and Social Media:

Council Rock email - Council Rock email is always an appropriate way to communicate directly with students and parents. District email provides staff members with a record of communication and is the preferred method for electronic communication with parents and students.

School and Teacher Websites – The use of these tools is encouraged for staff. Their accessibility on the Internet provides access to curriculum materials that is regulated by Council Rock policy and filters. Links to outside sources should be carefully reviewed for content, bias, and commercial intent.

eSchool Plus Parent Portal – The use of the eSchool Plus parent portal, also known as the Home Access Center (HAC), is now one of the most important means by which we communicate student progress and curriculum expectations.

Monitored or Managed Social Media – Council Rock encourages Social Media constructed and moderated by staff. These sites can be built within the Council Rock intranet and can be carefully controlled by staff while providing many of the advantages of Social Media for communication and interaction. These tools are part of the school district’s intranet:

Moodle – a learning management system for curriculum, which includes the opportunity for students and teachers to blog on content.

Elgg – a fake Facebook – allows for the same Social Media connections in a moderated environment.

More information on these tools is available through the Council Rock IT Department.

Less Recommended Communication and Social Media:

Text Messaging - Council Rock recognizes that most students have cell phones and use text messaging on a consistent basis. If a teacher/coach/ or adult chaperone needs to use text messaging to communicate with students for urgent contact, that message should be simple and single. Ongoing strings of text messaging can present problems for staff and students. Coaches or staff who anticipate the need to use text messaging with students should inform parents at the beginning of the school year or season.

Twitter and or Similar Sites - In a similar manner, Twitter can present opportunities for staff to communicate with students. Twitter feeds may have an appropriate use in the classroom for teachers and students. When a teacher anticipates the use of Twitter as an instructional tool, he/she should obtain permission of the building administrator and inform parents prior to opening the Twitter feed. That feed should be specific to the instructional use in the classroom and moderated by the teacher on a consistent basis.

Unacceptable Communication Through Social Media

Facebook – When your communication involves students assigned to your class and their parents, Facebook is never an appropriate means for communication. Council Rock staff is strongly discouraged from using Facebook for any communication with parents or students.

The use of personal emails and personal social media should be reserved for personal use.

Student Guidelines

When completing assignments and other work connected with the instructional program, Council Rock students represent our school district even when your work is being done outside of class time. In this context, students are personally responsible for their work. These guidelines are established for student use of Social Media:

- Social Media postings are public and archived. What you post leaves a digital footprint. Don't post anything you wouldn't want parents, teachers, college admission officers and/or future employers to see.
- When a post relates to any school assignment or other instructional use, your posting should comply with the school district's Student Code of Conduct and Discipline Policies. What is inappropriate in the classroom would also be considered inappropriate when it appears online.
- Be safe online. Never post anyone's personal information including last name, phone number, address and pictures that would identify you or others.
- When you post a hyperlink to outside sources, carefully review the site and the content. Be aware that Copyright Law may protect pictures, videos, songs, audio clips and the intellectual property of others. Citing your source or seeking permission before you post is a matter of academic integrity.

Council Rock recognizes that the Internet, including staff or student built, personal, websites, Facebook postings, and other Social Media sites can be protected expression under the First Amendment of the Constitution of the United States. For our staff, if the personal use of the Internet impedes the effectiveness of Council Rock or otherwise disrupts the school district's efficient operation, the school district may discipline for that use. When a student's posting disrupts the school setting or involves cyberbullying or other violations of the school's Student Code of Conduct or Discipline Policies, Council Rock may take measures to discipline the student for that speech.

Council Rock School District recognizes the evolving nature of both the use of Social Media and the law governing its appropriate use. While these guidelines are written to cover behavior and use on the day and date printed above, we recognize that the evolving nature of the use and the law. It is the intent of the authors to revisit this policy on a regular basis to ensure both the relevance of the guidelines and their compliance with use and law.

When using Social Media, in school or at home, use **TMR** as your guide:

T – TRUST
MR – MUTUAL RESPECT.