
SOCIAL MEDIA

A. Definition of Social Media

Social media is defined as any form of online, web-based publication or presence that allows interactive communication and collaborative sharing including but not limited to social networks, blogs, Internet websites, Internet forums, and wikis. Examples of social media sites that may be used for educational purposes include but are not limited to Edmodo, Twitter, and YouTube.

B. Educational Purpose

Garden City Union Free School District recognizes that use of web-based social media can provide many opportunities for students to engage as 21st century thinkers and learners. As such, this section of the District's Acceptable Use Policy states the policy and procedures for school-based use of social media by staff and students under the direction of District staff. Social media sites offer 24/7 availability whether on or off school property. As such, students are expected to adhere to all laws and guidelines whenever and wherever they engage in the use of social media for educational purposes. Use must adhere to all federal, state and local laws, including but not limited to the Children's Online Privacy Protection Act (<http://www.coppa.org/coppa.htm>), the Family Educational Rights and Privacy Act (<http://www.ed.gov/policy/gen/guid/fpc/ferpa/index.html>), laws governing intellectual property, and all guidelines of Garden City Union Free School District's Acceptable Use Policy:

http://www.gardencity.k12.ny.us/UserFiles/Servers/Server_879883/File/new/2011-2012%20AUP%20Staff-Student%20complete%20HSMS.pdf. Recognizing that social media can be misused for cyber-bullying, all usage must be in compliance with the District's Dignity for All Students Act (DASA) policy as stated in the District's Code of Conduct: http://www.gardencity.k12.ny.us/UserFiles/Servers/Server_879883/File/5300%20%20Code%20of%20Conduct.pdf.

Access to the District's network and use of social media is a privilege, not a right. The District reserves the right to access, view or monitor any information or communication stored on or transmitted over the District's network, or on or over equipment that has been used to access the District's network, in the event a user is suspected of being involved in inappropriate use.

Social media sites that are used for educational purposes must be designed to address reasonable instructional, educational, or extra-curricular program goals. The staff member using social media agrees to oversee its appropriate use by students. Staff must establish ground rules for the educational use of social media sites such as time limitations for interactions, and appropriate topics and language to maximize sites' educational potential while minimizing disruptions.

The social media section of Garden City Public Schools Acceptable Use Policy is meant to provide general guidance for the educational use of social media by staff and students under the direction of a faculty member and does not cover every potential situation. Staff should contact their immediate supervisor with any questions or concerns.

C. Personal Safety and Security

1. Students and staff are strongly advised not to mix personal social media accounts with those used for educational purposes. District employees should not use their personal email addresses for professional, school-based social media activities. Rather, employees should use a professional email address that is completely separate from any personal social media they maintain. Utilizing the District's network or technology resources to access and/or post to personal social media accounts while on school grounds, using school transportation, or during a school-sponsored event or trip, is not permitted.
2. Each student is responsible for his/her individual postings to social media used for educational purposes. What is inappropriate in a classroom or study area is inappropriate on social media. Any misuse of social media by a student may result in disciplinary actions, in accordance with the District's Code of Conduct.
3. Students will not post personally identifiable information about themselves or others. Personally identifiable information includes but is not limited to photos, addresses, telephone numbers, age/date of birth, Social Security numbers, personal passwords, and student ID numbers.
4. Students must promptly disclose to a teacher or staff member any inappropriate message, language, illegal activity, or outside user attempt to contact or meet them received through the School District's network or computers, and to a parent or guardian at all other times.
5. Students will notify a teacher or staff member if they identify a possible security problem with the social media site or the District's network.

D. Educational Use of Social Media

1. Students will treat social media space and communication as public and conduct themselves as they would in a classroom or school workspace. Students must conduct themselves according to the highest standards of expected behavior, personal integrity, and academic honesty as outlined in the District's Code of Conduct and be in compliance with the District's Dignity for All Students Act (DASA) policy. Once posted, online comments can become permanent. Consequences and disciplinary action for violation of any of the District's social media policy are aligned with those in place for Academic Misconduct. Staff using social media will monitor the site and all posted comments for appropriateness on a regular basis.
2. It is recommended practice that social media sites used for educational purposes be set up as private group accounts, unless there is a specific educational need for the site to be public. However, all communications facilitated by social media, whether private or public, should be considered as public and therefore, are subject to all laws, and must conform to the guidelines of all sections of the District's Acceptable Use Policy.
3. To ensure the security and safety of the students and staff, social media activities are monitored by the District. There is no expectation of privacy. The District reserves the right to access, view, monitor, and direct the staff account holder to delete any information or

communication stored on or transmitted using social media sites established for educational purposes. The District also reserves the right to suspend or terminate access to social media.

4. School-based social media must be in compliance with all District policies and all laws governing the disclosure of confidential information and personally identifiable student information. Students who participate in school-based social media may not be permitted to post photographs or videos featuring other students or staff without the prior approval of the staff monitoring the site. If images of students are to be posted on a school-based social media site, the staff member in charge must ensure that the appropriate parental consent for such posting is obtained.
5. All current District policies and regulations that govern student and employee conduct may be applicable in the social media environment.

Adopted: April 23, 2014