

Social Media in the School Setting



Topics:

- *GCPS's Board of Education Policy*
- *Student Directory Information*
- *Declination of Participation*
- *GCPS on Social Media*
- *Students and Social Media*
- *Educators and Social Media*
- *Parents and Social Media*
- *Resources*



Social Media Policy:

www.gardencity.k12.ny.us:

“Board of Education”;

“Online Policy Manual”

- Access to the District's network and use of social media is a privilege, not a right.
- **Acceptable Use Policy: 4527**
- **Social Media Policy: 4527.1 (B):** Garden City Union Free School District recognizes that use of web-based social media, . . .
 - **(D-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.



Student Directory Information

District Calendar & Parent Guide – page 28:

- Student's name, address, telephone number, date and place of birth, major course of study, participation in school activities or sports, weight and height if a member of an athletic team, dates of attendance, degrees and awards received, most recent school attended, photograph (still or moving), audio clips, grade level, email address, and class roster.
- 14 Days from FERPA notification
- Letter to Superintendent accompanied by Declination of Participation form



Declination of Participation:

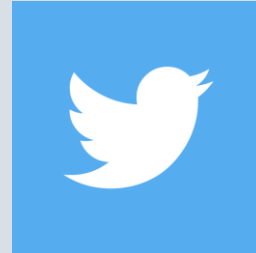
“Parents”; “Forms & Policies, Applications”;
“Declination of Participation Form”

“Please be advised that opting your child(ren) out of any of the above-listed “School Directory Information” may impact their level of participation in the following types of activities: field days, concerts, parades, field trips, science fairs, athletic events, etc.”



GCPSS on Twitter:

- GCPSSupt
- GCUFSD
- Garden_City_HS
- Nanine McLaughlin@GCHS_Principal
- GC_Athletics_
- StewartSchool
- StratfordAveGC
- LocustSchoolGC
- HemlockAbell



2018: Students and Social Media¹

- 95% U.S. teens have access to a Smartphone
- 45% online almost constantly; 44% several times per day; 11% less often
- 85% YouTube
- 72% Instagram
- 69% Snapchat
- 51% Facebook
- 32% Twitter
- 9% Tumblr
- 7% Reddit

1. Pew Research Center:

<http://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/>



2015: Students and Social Media¹

- 95 % of teens use the Internet
- 77 % of teens use Facebook
- 53 % of teens use Instagram
- 24 % of teens use Twitter
- 10 % of teens use Tumblr
- The average teen has approximately 300 friends on Facebook and 79 followers on Twitter
- Among Twitter users aged 12 to 17, 64 % made their tweets public
- 19 % of teen users have posted things they regret, including photos, videos, status updates, tweets, or comments
- Only 18 % of young adults claim they are comfortable with what their friends post about them online, and 32 % say that the information about them online is what they choose for the public to see

1. Office of Homeland Security:

https://www.dhs.gov/sites/default/files/publications/Social%20Media%20Guide_3.pdf



Educators and Social Media

- Educational purpose (Twitter, YouTube, Edmodo)
- Supervisor's permission
- Separation of accounts
- No names attached to photos/videos*
 - No "Live" feeds
 - No dates or locations
 - Directory Information Opt outs
 - No fundraising or promotion
- 50% use "to understand student pop culture"¹
- Think before posting

* Exception: When parents have already signed a release form, e.g., CAPS Bullying Poster Contest

1. Direct Network: How social media adds value to K-12 education:

<https://directnetwork.mbsdirect.net/how-social-media-adds-value-to-k-12-education>



Parents and Social Media:

- 75 % of parents use Social Media
 - “Most parents have not felt uncomfortable when information about their children is shared by other family members or caregivers on social media. Fully 88% say they have not felt this way.” ¹
- “Today’s younger parents are on the forefront of using social media for communications across all aspects of their lives.” ²
- Public events vs. classroom events
- Think (edit) before posting, e.g., does a child’s name appear anywhere?

1. Pew Research Center: <http://www.pewinternet.org/2015/07/16/parents-and-social-media/>
2. Blackboard: Trends in community engagement: <http://bbbb.blackboard.com/community-engagement-report>



Take our Anonymous Survey:

<https://forms.office.com/Pages/ResponsePage.aspx?id=ewfgC1OQEUWFiWrxZ3fF7YIczlRO5X9GvbvFrqcraxlUOUVJRDU3TjZUT0MwQ0ZMMFBVOFZTN05HSy4u>

More information:

FAQs:

<https://www.common sense media.org/social-media/age/teens>

Posting Photos Online:

<https://www.common sense media.org/privacy-and-internet-safety/what-should-i-do-when-other-people-post-pictures-of-my-child-online>

Statistics: Educators and Social Media:

<https://directnetwork.mbsdirect.net/what-do-statistics-reveal-about-educators-and-social-media>

Informed Parenting using Social Media:

<https://www.forbes.com/sites/andrewarnold/2018/03/05/the-connected-parent-how-millennials-use-social-media-to-become-more-competent-parents/#5277979470a3>

