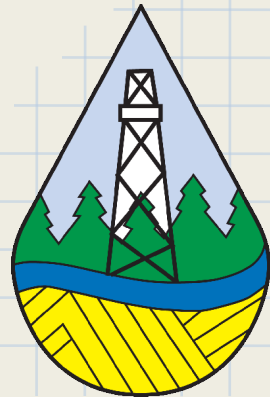


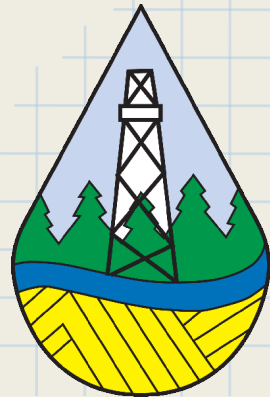
Social Media Awareness

A School District 60, PRNTA, and CUPE
jointly developed guidance document



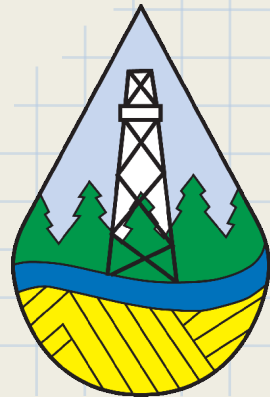
Rationale

We believe that there are excellent uses of social media for learning, communication and professional development.



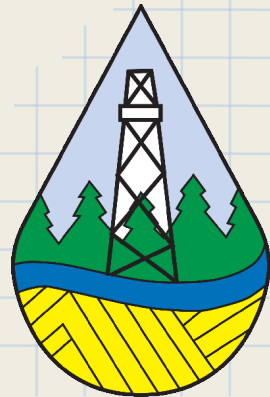
Rationale

In a changing world employees need to be aware of the implications in utilizing social media.



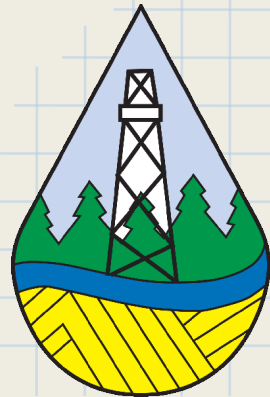
Responsibility

You have a responsibility to yourself, to your colleagues, and to your employer to act responsibly and ethically at all times while using social media (facebook, twitter, email, forums etc).



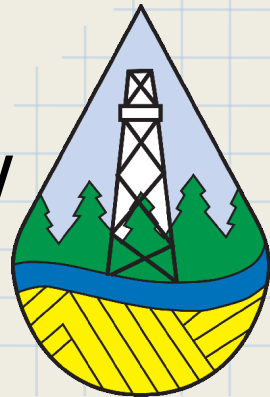
Your Digital Footprints Lead to You

Even while social media tools have privacy settings, you should assume that anything posted online may become public, permanent and persistent. For example the Friend of Friend:



Example

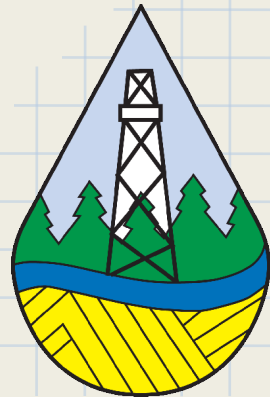
You decide not to “Friend” your administrator on social media as you do not want the administrator to see your posts. You post a status or picture that is less than complimentary. One of your friends comments on your status or picture. This friend happens to be a friend of your administrator. Now the administrator now can see your status or picture.



Example

How could this affect your employment, your image and your reputation in the eyes of

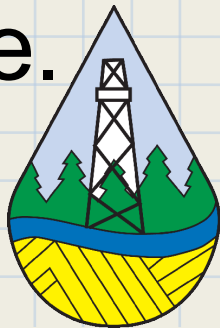
- your administrator?
- a parent?
- a student?
- a colleague?
- the community?



Responsibility

As an employee you have signed on to act responsibly and ethically online and in person.

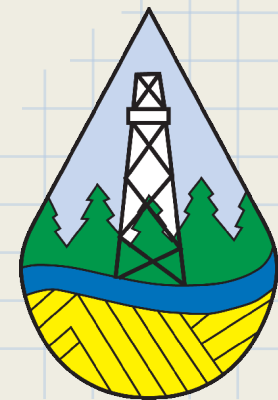
Please think before you post, share, comment etc. If you wouldn't put it on your classroom wall, don't put it online.



Attribution

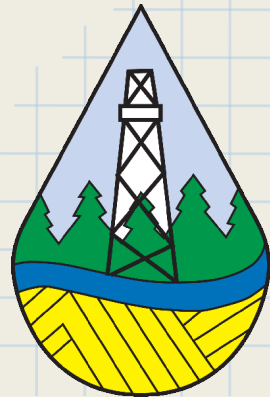
The following slides 10-14 have been taken with some modifications and with permission from the New Zealand Teachers Council.

<http://bit.ly/ZxRs6P>



Keep in Mind

Before and as you use social media tools in your work and personal life, keep the following in mind:

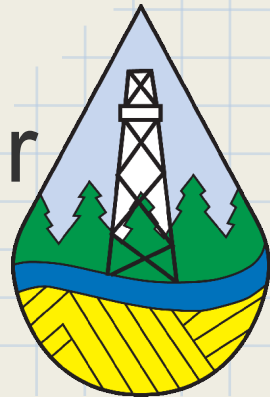


Boundaries and Respect

Maintain appropriate boundaries

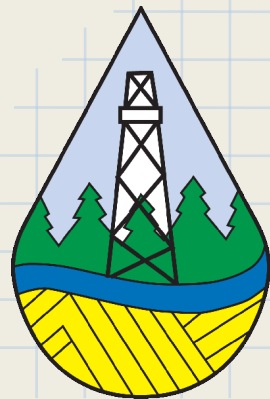
Be respectful and take into account

- the views and opinions of your colleagues, learners, and parents/guardians
- the privacy of those involved in your groups and the things you share



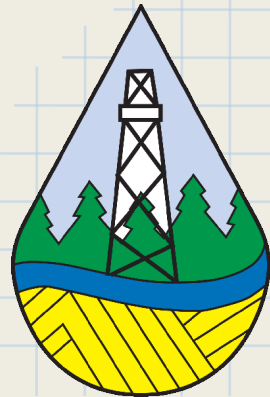
Be Clear About

- the purpose of your interactions via social media
- the purpose and lifespan of online spaces you set up for teaching and learning purposes
- situations where you need to seek agreement from learners, colleagues and parents/guardians



Be open to learning by

- taking advantage of the knowledge and expertise of your colleagues
- seeking guidance as soon as you have a concern



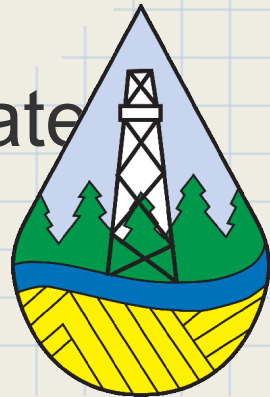
Permanency and Accountability

Be aware that all your posts are persistent and shareable.

Be a role model for your learners and colleagues by

- being transparent and upfront about your online identity
- owning the content you create
- keeping your own privacy settings up to date and appropriate

Be aware of copyright issues



Thank you

This slideshow has been jointly developed by CUPE, PRNTA and School District 60.

This slideshow is accompanied by by a document called SD60 Social Media Awareness (Doc).

Both will be available on

- Staff Links on www.prn.bc.ca
- Searchable on www.prn.bc.ca or www.prn.bc.ca/ts via "Social Media Awareness"

Both Documents are Creative Commons licensed - attribution, noncommercial, share alike

