

SOCIAL MEDIA POLICY



**Dr. Howard Fuller
Collegiate Academy**

– Founded in 2004 –

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PURPOSE

Dr. Howard Fuller Collegiate Academy (HFCA) recognizes that access to technology in school gives students, parents, families and teachers greater opportunities to learn, engage, communicate, and develop skills that will prepare them for work, life, and citizenship. We are committed to helping students develop 21st-century technology and communication skills. To that end, HFCA's Social Media Policy applies to students, staff and families.

Dr. Howard Fuller Collegiate Academy adheres to The Children's Internet Protection Act (CIPA), and the Neighborhood Children's Internet Protection Act (NCIPA). These laws address issues of electronic messaging, disclosure of personal information of minors, and unlawful online activities.

The content and pictures included on your social media pages can reveal a lot about who you are as an individual. We've created these social networking/media guidelines for you to follow when representing the school in the virtual world. This policy outlines the guidelines and behaviors that users are expected to follow when using school technologies or when using personally owned devices on the school campus.

- Students, parents, teachers and staff are expected to follow the same rules for good behavior and respectful conduct online as offline.
- Misuse of social media can result in disciplinary action.
- HFCA makes a reasonable effort to ensure students' safety and security online, but will not be held accountable for any harm or damages that result from misuse of social media technologies.

We encourage teachers, students, staff, and other school community members to use social networking/media (Twitter, Facebook, etc.) as a way to connect with others, share educational resources, create and curate educational content, and enhance the classroom experience. While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional.

Students and student work may be identified by the student's first name and last name or an appropriate alias. There is a delicate balance to be struck between developing students' sense of authorship and protecting their privacy.

If a social media tool allows public commenting, public commenting must be either turned off or all such comments must be moderated by HFCA staff, who will delete comments that violate school policies or are otherwise inappropriate for the classroom.



USE GOOD JUDGEMENT

- We expect you to use good judgment in all situations. For example, demonstrate respect when posting online and encourage constructive dialog. Discourage public belittling or bullying of classmates and staff of HFCA and avoid personalizing disagreements. If you feel even one second of doubt about whether or not you should post something in particular, do not post it.
- Remember, your responsibility to Dr. Howard Fuller Collegiate Academy doesn't end when the school bells rings. For that reason, this policy applies to both school sponsored social media and personal use as it relates to our school.

You must know and follow the school's Family Handbook and Technology Acceptable Use Policy. Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

BE RESPECTFUL

- Always treat others in a respectful, positive and considerate manner.
- Be responsible and ethical
- If you are approved to represent the school, unless you are specifically authorized to speak on behalf of the school as a spokesperson, you should state that the views expressed in your postings, etc. are your own. Stick with discussing school-related matters that are within your area of responsibility.
- Be open about your affiliation with the school and the role/position you hold.
- Be a good listener
- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always be doing at least as much listening and responding as you do "talking."

DON'T SHARE THE FOLLOWING

- Photos, images or videos of students or student work on personal social media sites.
- Students and student work may be identified by the student's first name and last name or an appropriate alias.
- Confidential information
- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online "conversations" are never private.
- Do not use your birth date, address, and cell phone number on any public website.

PRIVATE AND PERSONAL INFORMATION

To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.

- NEVER give out or transmit personal information of students, parents, or co-workers.
- Don't take information you may receive through social networking (such as e-mail addresses, customer names or telephone numbers) and assume it's the most up-to-date or correct.
- Always respect the privacy of the school community members.

PLEASE BE CAUTIOUS WITH RESPECT TO:

- Images
- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video that are available on the school's website.
- It is generally not acceptable to post pictures of students without the expressed written consent of their parents using the school's media release form.
- Do not post pictures of others (students, co-workers, etc.) without their permission.

OTHER SITES

- Pay attention to the security warnings that pop up on your computer before clicking on unfamiliar links. They actually serve a purpose and protect you and the school.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.
- And, if you don't get it right, be sure to correct any mistake you make immediately, and make it clear what you've done to fix it.

NETIQUETTE

- Apologize for the mistake if the situation warrants it.
- If it's a MAJOR mistake (e.g., exposing private information or reporting confidential information), please let someone know immediately so the school can take the proper steps to help minimize the impact it may have.
- Users should always use the Internet, network resources, and online sites in a courteous and respectful manner.
- Users should also recognize that among the valuable content online is unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.
- Users should also remember not to post anything online that they wouldn't want parents, teachers, or future colleges or employers to see. Once something is online, it's out there and can sometimes be shared and spread in ways you never intended.

PERSONAL SAFETY

- If you see a message, comment, image, or anything else online that makes you concerned for your personal safety, bring it to the attention of an adult (teacher or staff if you are at school; parent if you're using the device at home) immediately.
- Users should never share personal information, including phone number, address, social security number, birthday, or financial information, over the Internet without adult permission.
- Users should recognize that communicating over the Internet brings anonymity and associated risks, and should carefully safeguard the personal information of themselves and others.

CYBERBULLYING

Cyberbullying will not be tolerated. Harassing, dissing, flaming, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Don't be mean. Don't send emails, share social media posts or post comments with the intent of scaring, hurting, or intimidating someone else.

Engaging in these behaviors, or any online activities intended to harm (physically or emotionally) another person, will result in disciplinary action up to and including possible expulsion. Remember that your activities are monitored and retained by others and that – in some cases – cyberbullying can be a crime.

By signing below, I agree that I have read, understand and will to adhere to the Dr. Howard Fuller Collegiate Academy Social Media Policy.

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Student Name (please print)

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Student Signature

Today's Date

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Parent Signature

Today's Date

CYBERBULLYING TAKES MANY FORMS

Cyberbullying is the use of electronic technologies to hurt or harm other people. Examples include:

- Sending offensive text messages or emails;
- Posting statements that are not true and create rumors; or
- Circulating embarrassing photos of a classmate online.

Sometimes, it may be difficult to draw the line between a harmless joke and one which goes too far and becomes hurtful.

REPORT THE BEHAVIOR AND GET HELP

If you are being cyberbullied or hear about/observe someone else being cyberbullied, report the behavior and get help. You can tell a parent, school staff, another adult family member, or a trusted adult. If no adult is available and you or someone else is in danger, call 911.

Discuss what to do when you become aware of harassing or discriminating behavior, including behavior conducted online. Students who violate those rules may be subject to discipline.

PRIVACY

There is no right to privacy when using school-related social media. If you are using the school's device or network, the school may review what you post.

- Causing harm to others or damaging technology-related property;
- Gaining or attempting to gain unauthorized access to school systems;
- Using school technology and/or systems for financial gain or business activities; or
- Engaging in criminal or unlawful activities online.

PERSONAL USE OF SOCIAL MEDIA

While at times, it is easy to tell whether a social media use is school-related or personal, at other times, it may be difficult to distinguish fully between different uses. Sometimes, personal social media use, including off-hours use, may result in disruption at school and the school may need to get involved. This could include disciplinary action such as a parent conference or suspension. It is important to remember that infractions outlined in the Family Handbook prohibiting certain types of communication also apply to electronic communication. To be safe, be in control of what you do online, even if it is during personal time. For example, if your classmate is tagging you in rude Facebook posts, do not reciprocate in a similar way. Instead, stay positive, do what you know is right, and consider blocking or reporting this person if you feel it is warranted.

PROTECT YOURSELF

There are many ways to protect yourself online. For example, only accept friend requests from people you know. You may interact online with people you have never met in person. Use caution, find out as much as you can about the person, and tell a parent if you are considering meeting one of these people face to face. Additionally, while it is important to be yourself online, it is also important to remember not to post too many identifying details (such as where you live or your social security number) because revealing that information can be potentially dangerous or compromise your identity in some way. Do not share passwords with friends.