

Board of Education Work Session

November 26, 2012 7:00 PM

Board Room, Central Services Building
765 Main St
Springfield, NE 68059

Agenda

- I. Meeting Roll Call
- II. Notice of Open Meetings Act - Posted
- III. Public Comment
- IV. Items for Discussion (Discussion Only)
 - IV.A. Voluntary Separation Program 2012-13
 - IV.B. Social Media Policies and Guidelines
 - IV.C. Facility Improvement Process
 - IV.D. 2011-12 District Audit
- V. Action Items
- VI. Future Planning
- VII. Executive Session
 - VII.A. Superintendent Evaluation
 - VII.B. Contract Negotiations
 - VII.C. Return from Executive Session
- VIII. Adjourn



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Social Media Policies and Guidelines



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Springfield Platteview Community Schools Social Media Policies and Guidelines for Faculty and Staff

Purpose of Social Media Policies and Guidelines:

With our 1:1 iPad Initiative, our district has moved to the leading edge of technology use and preparing our students with 21st century skills. One of those skills is adapting and changing methods of communication. Communicating and collaborating with students, parents, and the community is essential in moving forward toward our vision as a district. To this aim, we have researched other districts and policies on social media use and have developed the following policies and guidelines to provide direction for staff, students, parents, and the district community when participating in online social activities. It is an employee's choice to participate in a blog, wiki, website, online social network, or any other form of online publishing or discussion. Laws and courts have ruled that school districts can discipline their students and employees, if their speech disrupts school operations and is considered inappropriate according to district policies and guidelines.

Social media guidelines allow employees to participate in online social activities both personally and professionally. It is important to create an atmosphere of trust and individual accountability by keeping in mind that information produced by employees and students is a reflection of the entire district and is subject to the District's Acceptable Use policies. By accessing, creating, or contributing to any blogs, wikis, podcasts, or other social media for classroom, district, or personal use, you agree to abide by these policies and guidelines. Please read them carefully and ask any clarifying questions before participating in any social media endeavor.

What is Social Media?

User created content online designed in a collaborative environment where users share opinions, knowledge, and information with each other.

Tools include, but are not limited to:

- Blogs
- Wikis
- Social networking sites (Facebook, MySpace, Twitter, etc)
- Photo and video sharing sites (YouTube, Flickr, etc.)
- Social Bookmarking (Diigo, Delicious)
- Podcasting and Vodcasting



Personal Responsibility:

- As a staff member, be mindful of the information you post. Your online behavior is expected to reflect the same standards of honesty, respect, and consideration that we use on a daily basis with students, parents, other staff and the community. Even if you delete that information, it still is stored on the website server for a long period of time (years).
- The lines between public, private, personal, and professional are blurred in the digital world. By the virtue of identifying yourself as a SPCS employee online, you are now connected to colleagues, students, parents, and the community. You should ensure that content associated with you is consistent with your work at the school district.
- It is your responsibility to familiarize yourself with appropriate security settings for any social media (personal or professional that you use). Be sure the settings are such that any personal content may only be viewed by your intended audience. Be aware that, even if your privacy settings are set properly, it is still possible for anyone who you've allowed to see your profile to copy and paste text and send it to someone else. Similarly, if you enable settings such as Facebook's ability to allow "Friends of Friends" to view your content, it is extremely likely that unintended viewers will have access to personal pictures and other personal content. A good rule of thumb is never to post or write anything in a social media site that you wouldn't want the general public to see.
- It is unprofessional conduct and inappropriate behavior to use email to text message, instant message, or use social networking sites to discuss with a student a matter that is unrelated to school-related activities. Appropriate discussions would include student homework, class activities, school sport or club, or other school sponsored activities. Electronic communications are to be sent simultaneously to multiple recipients, not just to one student, except where communication is clearly school-related and inappropriate for persons other than the individual student to receive (for example, emailing a message about a student's grades).
- Engaging in social networking friendships on MySpace, Facebook, or other social networking sites is prohibited with students, and strongly discouraged with parents or guardians of students. The district recognizes that because of the tight-knit community of SPCS, many staff members may have students or parents of students who are family members or close personal friends. However, the District cautions staff members against engaging in social networking friendships with these individuals because of what is talked about above.
- Material that employees post on social networks that is publicly available to those in the school community must reflect the professional image applicable to the employee's position and not impair the District's or employee's capacity to maintain the respect of students and parents or impair the employee's ability to serve as a role model for children.



Professional Responsibility:

- Social Media can be a powerful communication tool and educational tool for students and parents. SPCS employees are encouraged to use social media for these purposes.
- SPCS employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time, so protect your privacy.
- Remember social media in the classroom is an extension of your physical classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- Teachers who use social networking to interact with students or parent as a communication tool must find a way to interact without giving students or parents access to their personal information and posts. Many social network sites allow you to create “groups” or “pages” where you can interact with students without giving them access to your personal account. Please see Facebook guidelines for more information.
- When contributing or communicating online do not discuss student information or write about a student’s issues. Student information is protected and should not be eluded to or discussed in any way. Do not discuss your work day on social network sites; complaining or venting about your school day online, whether it be your personal or professional account, leads to impressions from others about your professionalism as a staff member (example: certain students in my class were being behaving poorly today).

Overall Guidelines for Using Social Media:

The following are general guidelines for using social media whether personally or professionally:

- **Be Transparent**

How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else’s identity or misrepresenting your identity. Be honest about who you are, where you work and what you do.

- **Always a School Employee**

The lines between public, private, personal, and professional are more gray than ever in the digital world. Be aware that if the wrong person gets their hands on your personal information, you will be considered a District employee. If you don’t want something on the 10 o’ clock news- don’t share it online.

- **School Values**

Represent your school’s and district’s values. Express ideas or opinions in a respectful manner. All communications should be done in good taste. Build trust and responsibility in your



relationships. Do not denigrate or insult others including students, staff, administrators, parents, your school, your district, other schools, or other districts. Any online contributions should meet handbook policies and district policies regarding communications.

- **Build Community/ Positively Represent School and District**

Represent the district and students and parents you serve in the best light. Respect the privacy and the feelings of others. Under no circumstance should offensive comments be made about students or colleagues nor the district in general. Your posts and comments should help build and support the school and district community. Do not comment on nor forward unsupported information or rumors. It is a good idea to monitor your profile page to ensure that all material posted by others doesn't violate these guidelines. Once posted, you can't take it back!

- **Share Your Expertise**

Write what you know to be accurate. Add value to discussions. Post things that are useful. A district's most valuable asset is its staff and your wisdom. Try and speak in the first person with your own voice and perspectives.

- **Respect and Responsibility**

Employees, parents, and students reflect a diverse set of customs, values and points of view. Be respectful of others' opinions in your posts and comments. You are responsible for the content of your post. Make sure your tags, posts, and images portray you and the District in a professional manner.

- **Own and Correct Mistakes**

If you make a mistake, admit the mistake and correct it quickly. Share your error with your principal so that we can help address the issue effectively. Clearly state if you've corrected a previous post. It is always good to apologize if appropriate.

- **Confidential Information**

Online postings and conversations are not private. Do not share confidential information whether it is internal school discussions or specific information about students or other staff. Do not write about colleagues, students, or parents without their expressed permission.

- **School Logos**

School or district logos may be used in a professional capacity. Obtain permission from your principal if there's a question of whether you should use it or not. Logos must be used within the Style Guide rules. See the principal to see SPCS Style Guide.

- **Posting Photos or Movies without Permission**

Do not post or tag photos or movies of others without their permission. If you use photos or movies taken at school, you must follow the directory information with regards to publishing. This is available from your principal.



- **Responding to Negative Comments and Criticism**

How you respond to a negative comment or criticism will say more about you and your character than what you post. When in doubt, its best not to react or give credibility to a post by acknowledging it with a response publicly. Perhaps a private response would be more appropriate and/or allowing some cool down time before responding. See the reposnse guidelines for more information.

- **Response and Post Regularly**

To encourage readership and a following, post regularly. Readers in the social world expect new content from you regularly. Answer questions and give thanks to comments to make it a two way conversation.

- **Spell Check and Abbreviate**

Any online contribution should be well written. What you post will be online for all to read. As a teacher they are going to critique your grammar, punctuation, spelling, etc. Be cautious of using common abbreviations.

- **Copyright and Fair Use**

Respect copyright and fair use guidelines. Share what others have said by linking to the source and using embedded content. Be sure to cite the source on quotations. When using a hyperlink, confirm the link goes to the site appropriately and the site is appropriate. It is recommended that certain content be licensed under a Creative Commons Attribution Non-Commercial Share United States License.

- **Personal Information**

Be careful about sharing too much information. People seem to share personal information such as pet names, parents' names, children's names, where they grew up, and more. This information could be used to help a hacker guess your passwords, etc. If you share you will be out of town, a criminal can use this information to find out where you live. Do not share with a student your personal problems that would normally be discussed with another adult.

- **Video**

The Internet is becoming an increasingly popular educational tool and place to share personally created movies. Anything you post online should represent you in a professional manner. Anything you show in a classroom should be previewed by you in its entirety, prior to any students seeing it. Consult your principal if you feel the content may be questionable.

- **Staff- Student Relations**

Employees are prohibited from establishing a personal relationship with any student(s) that are unprofessional and inappropriate. Examples of unprofessional relationships include, but are not



limited to: employees fraternizing or communicating with students as if employees and students were peers, such as writing personal letters, emails, or texts; personally calling a student, allowing students to make personal calls to employees unrelated to homework, class work, or other school related business; sending inappropriate pictures to students; discussing or revealing to students personal matters about their private lives or inviting students to do the same; and engaging in sexual dialogue, whether in person, internet, in writing, or by phone. Employees who post information on Facebook, MySpace or similar websites that include inappropriate personal information must understand that if students, parents or other employees obtain access to such information, their case will be investigated by school and district officials and may be turned over to local law enforcement. Some examples of inappropriate personal information are: provocative photos, sexually explicit messages, abuse of alcohol, drugs, or anything students are prohibited from doing.



Social Media Guidelines for Students:

1. Social media venues are very public. What you contribute leaves a digital footprint basically forever, usually even after it is deleted. Do not post anything you wouldn't want friends, family, teachers, or future employers to see. Make sure what you post promotes positive images to the world.
2. Follow the school's code of conduct standards when writing online. It is acceptable to disagree with someone else's opinion, however it should be done in a respectful, constructive way. What is inappropriate in the classroom, is inappropriate online.
3. Be safe online! Never give out personal information, such as last names, any phone numbers, addresses, birth dates, and pictures. Do not share your passwords with anyone but your parents and teachers/administrators if necessary.
4. Linking to other websites to support your thoughts and ideas is recommended. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
5. Do your own work! Do not use other people's intellectual property, including pictures, without their permission. It is a violation of copyright laws to copy and paste or rewrite someone else's work without proper attribution and permission. When paraphrasing another's idea(s) be sure to cite your source with the specific web address. Verify that you either have permission to use the material or it is under Creative Commons attribution.
6. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
7. Blog, wiki, and other online posts should be well written. Follow writing conventions, including proper grammar, capitalization, and punctuation. If you have permission to edit someone else's work, be sure it is in the spirit of improving the writing.
8. If you run across inappropriate material that makes you feel uncomfortable, or is not respectful, tell the supervising adult right away.
9. Cyberbullying is not tolerated. If you feel you are a victim of cyberbullying, document (write down) what is happening to you and report to your parents, a teacher/counselor or a principal. The actions that may be taken against students who choose to cyberbully are outlined in the school handbook. Law enforcement will become involved in threats and intimidation made through the use of technology.
10. Students who do not abide by these terms and conditions may lose their opportunity to take part in the iPad initiative and/or their access to future use of online tools.

Adapted From: Social Media Guidelines Wiki, PLSD.



Facebook Guidelines

Facebook is a very powerful communication or educational tool for today's society. Employees in the Springfield Platteview Community Schools are encouraged to embark in the social media world and leverage these tools. However, the following policies and guidelines have been established to provide all employees direction on the appropriate use of Facebook.

Personal Use of Facebook:

SPCS employees are strongly encouraged to keep their personal lives personal even in the digital world where personal and professional can become blurred. District procedures prohibit employees from "friending" students on their personal Facebook account. Procedures also discourage "friending" of parents of students. If you have a personal Facebook account, the following response is recommended when denying such requests:

If you are a student or parent requesting to be my "friend" on Facebook, please understand and not be offended by my ignoring your request. As an employee of Springfield Platteview Community Schools, our policies discourage me from "friending" students and parents on my personal Facebook page. I would encourage you to friend our school and district at the Springfield Platteview Community Schools Facebook page.

Professional Use of Facebook:

When using Facebook as part of your official duties as an employee in the Springfield Platteview Community Schools, the following policies and guidelines must be followed:

- Before doing anything on Facebook, contact your school's principal.
- Your school's principal must be designated as an administrator to any page created.
- When using Facebook with a particular class, or group of students, and/or parents, the page should be set up as a "group" page.
- When using Facebook as a communication tool with the masses, the page should be set up as a "fan" page.
- Student Facebook groups for K-8 are not allowed and can only be used as a communication tool with parents. Individuals must be 13 years of age to be on Facebook.
- The personal security for the individual establishing the page should be set so students and parents cannot view personal information about the employee. For example, set all security to "for friends only."
- When building a page, you must identify the page, in the page description area, as an official classroom or organization in "Springfield Platteview Community Schools."
- All district and school style guidelines, colors, and logos must be followed and used correctly.
- The *Springfield Platteview Community Schools Facebook Rules of Engagement* must be posted on any page created for use.
- The creator of the page is responsible for monitoring content on the page and deleting any posts that violate the rules of engagement.
- SPCS reserves the right to remove any Facebook page that doesn't follow the rules of engagement or isn't being monitored appropriately.
- Beginning with December 11, 2012, all of the above guidelines must be followed. If you currently have a Facebook page established for personal or work purposes, please be sure that it meets the above criteria. Failure to follow the above policies and guidelines may result in disciplinary action.



Facebook Rules of Engagement

The goal of using Facebook by Springfield Platteview Community Schools is to share important information with our public and engage in open and respectful dialogue. To help us accomplish this goal, the following policies and guidelines have been established:

- Engage in open conversation, not personal issues. This page is not intended to circumvent regular communication channels for sharing personal issues and concerns. Comments regarding personal issues with the school and/or district should be resolved per set policies and with administration, not in the public domain.
- Be respectful. Personal attacks or comments that are deemed offensive to any member of our staff or school community will not be tolerated. Inappropriate remarks and profanity by a community member or parent will be removed as soon as possible and reported to administration.
- Any business person or person running for political office should not advertise on our Facebook page. These types of posts will be removed as soon as possible and warning will be given to person(s) responsible.
- Stay on topic. This is a page dedicated to the education of students and mission of SPCS. Keep the conversation related to our district, schools, and activities. Comments of all kinds are welcome as long as they are directly related to our district, schools, and activities and are appropriate in nature.
- If you have a question for a specific employee you should contact them directly and privately. Fans should not expect responses to every question or comments posted on Facebook pages.
- Please make sure your comments and/or questions are appropriate for fans of all ages. Our students look at these comments and vary greatly in age.
- Be factual. Blatantly inaccurate information will not be allowed. False information will be removed and person(s) posting inaccurate information may be banned from participating on page(s).
- Employees are discouraged from “friending” parents or work related patrons on their personal Facebook pages, so don’t be surprised if you are “ignored” when requesting to “friend.” District policy encourages staff to keep their personal lives personal.
- This page is yours, and we want you to feel comfortable sharing your views about SPCS schools and activities. Just know, abuse of the above guidelines can lead to your removal from posting or the blocking of you from our fan page. Thank you for your cooperation regarding these important issues.



Referenced Sites and Resources for the development of policies and guidelines:

Papillion LaVista School District <http://paplv.org>

Barrow County Schools <http://barrow.k12.ga.us/>

Social Media Guidelines for Educators (Facebook Group):

<http://www.facebook.com/group.php?gid=80354045978>

Social Media Guidelines for Schools- Andy Mann, Calhoun ISD

<http://www.scribd.com/doc/28430149/Social-Media-Guidelines-for-Schools>

Social Media Guidelines for Schools Wiki

<http://socialmediaguidelines.pbworks.com/>

Social Media Suggestions

<http://blogs.stvrain.k12.co.us/helpdesk/2010/03/29/scoial-media-suggestions/>

Think Social Media Guidelines

<http://thinkingmachine.pbworks.com/Think-Social-Media-Guidelines>

**Springfield Platteview Community Schools
Board of Education
Future Planning
November 26, 2012**

1. 11/26/12- Board Work Session 7 PM
2. 11/27/12- L.C. Sub-council Caucus at UNO, 6 PM
3. 12/10/12- Regular Board Meeting 7 PM, 6 PM- Policy, 6:30 PM- Finance
4. 12/13/12- New Board Member workshop through NASB
5. 12/20/12- Holiday Tea 2 PM, PHS Commons
6. 12/22-1/6- Holiday Break
7. 1/13-14- NASB Legislative Update, Cornhusker Hotel, Lincoln

***NSBA Annual Conference in San Diego, April 13-15