



Background

Digital environments have great potential to promote learning, improve teaching and support collaboration for students, staff and parents. However, digital environments such as social media reduce personal control and dissemination of content. Due care and attention is required to safeguard privacy and personal information.

Definitions

Social media includes web-based and mobile technologies that turn communication into interactive dialogue. Some examples include personal websites, micro-blogs, blogs, wikis, podcasts, digital images and video.

Digital Citizenship is defined as the generally accepted behaviors of responsible citizenship carried over to on-line environments and includes, but is not be limited to the following:

- Treating others with dignity and respect,
- Respecting the privacy of others,
- Respecting others by refraining from sharing information about them without their knowledge or consent,
- Respecting others by refraining from using profane or abusive language,
- Respecting others by refraining from posting or storing any content that contains sexual, racial, religious, or ethnic slurs, any other form of abuse, or that contains threatening or otherwise offensive language or pictures,
- Protecting your own personal information from unknown or non-understood on-line environments, agencies or individuals,
- Only engaging in on-line financial transactions with known agencies, and only then via secure means,
- Respecting others by refraining from actions that are malicious or harmful to them,
- Respecting copyright,
- Respecting and abiding by Canadian law, whether Federal, Provincial, Municipal or other statute,
- Respecting the laws or rules of any other state, international agency or organization with whom you interact,

- Ensuring you are authorized to access resources either inside or outside of the School's network prior to accessing them,
- Refraining from sending files or messages designed to disrupt other computer systems or networks.

For a comprehensive overview of nine identified elements of Digital Citizenship please see http://digitalcitizenship.net/Nine_Elements.html

Procedures

1. Personal Responsibility

- 1.1 All users are personally responsible for the content/information they publish on-line.
- 1.2 On-line behavior shall reflect the same standards of honesty, respect and consideration used when meeting face to face. In addition, online behavior shall adhere to the principles of Digital Citizenship.
- 1.3 Photographs must respect the person's right to privacy and should not be posted without express consent from the individual, and in the case of students, also consent of the teacher. All photographs should reflect appropriate content for the educational purpose.
- 1.4 Social media used for educational purposes is an extension of the classroom. What is inappropriate in the classroom or workplace is also deemed inappropriate on-line.
- 1.5 Employees are to act on the assumption that all postings are in the public domain.
- 1.6 Employees are responsible for moderating all content published on all social media technologies related to classroom work.
- 1.7 Employees shall refrain from posting any comment that could be deemed unprofessional.

2. Copyright and Fair Use

- 2.1 All users must respect federal copyright and fair use guidelines.
- 2.2 Hyperlink content must be appropriate and educationally beneficial.
- 2.3 External hyperlinks must be identified and respect copyright law. Plagiarism is an academic offence.

3. Profiles and Identity

- 3.1 No identifying information about students is to be posted; for example, last names, addresses or phone numbers are not to appear on social media sites. Posting of confidential or personal student information as defined in the FOIP Act is prohibited.
- 3.2 Teachers are responsible for monitoring content and protecting student privacy for any social media that is managed by teachers.

4. Any use of social media accounts that are created by staff members for the sole purpose in their role with Calgary Girls Charter School, e.g. Twitter accounts, class Facebook pages, class blogs, etc., are not to be used for personal matters.
 - 4.1 For these specific accounts, login information with written consent to access the account must be given to the Principal.
 - 4.2 Prior to using social media accounts for school/classroom purposes, all users are to review the School Social Media Guidelines (Appendix).

Reference:

Education Act s. 27, 31, 52, 53, 54, 196, 197, 222
Freedom of Information and Protection of Privacy Act
Canadian Charter of Rights and Freedoms
Copyright Act
Canadian Criminal Code
ATA Code of Professional Conduct



Calgary Girls Charter School is a place where exploration, creativity, and imagination make learning exciting and where all learners aspire to reach their dreams. The effective use of social media with students both in and out of the classroom can help to create transformative learning environments.

Staff Guidelines

1. Personal Responsibility

- 1.1 CGCS employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.
- 1.2 Your online behavior is to reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- 1.3 Remember that blogs, wikis and podcasts are an extension of your classroom. What is inappropriate in your classroom is to be deemed inappropriate online.
- 1.4 When contributing online do not post confidential student information.

2. Copyright and Fair Use

- 2.1 Respect copyright and follow the fair use guidelines.
- 2.2 For using and sharing multimedia and Blog or Wiki content a Creative Commons Attribution Canada License is recommended (check site for most recent version).

3. Personal Use of Social Media such as Facebook, Twitter, etc.

- 3.1 CGCS employees are personally responsible for all comments/information they publish online, regardless of the privacy settings that the employee may have set. Employees should be careful to protect their private information as online posts remain in the public sphere indefinitely.
- 3.2 Online activity must reflect the highest ethical and professional standards as expected in face-to-face communication.
- 3.3 The “friending” of students, or parents of students, or former students, or alumni of the school on a personal Facebook account is not permitted. Teachers may create a school-based Facebook account or use fan pages to connect with students or parents of students, or alumni. The principal must be informed prior to making such social media accounts available.

3.4 Comments, photographs, and all content related to the School are to meet the highest standards of professional discretion. Assume all postings are in the public domain.

4. Social Media Guidelines for Students

4.1 Be aware of what you post online. Social media venues including wikis, blogs, photo and video sharing sites are public. Friends, acquaintances, strangers, parents, teachers and future employers will be able to see what is posted even if the posting is removed at a later time.

4.2 Follow the Code of Conduct when writing online. It is acceptable to disagree with someone else's opinions, however, do so in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.

4.3 Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone besides your teachers and parents.

4.4 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. If in doubt, ask the teacher.

4.5 Do your own work! Do not use other people's intellectual property without their permission. It is a violation of copyright law to copy and paste other's thoughts. When paraphrasing another's idea(s) be sure to cite your source with the URL. It is good practice to hyperlink to your sources.

4.6 Be aware that pictures may also be protected under copyright laws. Verify you have permission to use the image or it is under Creative Commons attribution.

4.7 How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.

4.8 Blog and wiki posts should be well written. Follow writing conventions including proper grammar, capitalization, and punctuation. If you edit someone else's work be sure it is in the spirit of improving the writing.

4.9 Inform your teacher if you inadvertently access inappropriate material that makes you feel uncomfortable, violates acceptable media guidelines, or is not respectful of others.

4.10 Students who do not abide by these terms and conditions may lose their opportunity to take part in the project and/or access to future use of online tools.

Adapted From:

<http://socialmediaguidelines.pbworks.com/w/page/17050885/Student%20Guidelines>