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Okmulgee Public School District
Social Media Policy
Information for Students, Parents and District Employees

Introduction:

Okmulgee Public Schools recognizes that access to technology in school gives students, parents 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, this **Social Media 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 and teachers 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.
- Okmulgee Public Schools make 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 obtain 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.

We've created these social networking/media guidelines for you to follow when representing the school in the virtual world. For further explanations, please refer to OPS Acceptable Use Policy.

Definition:

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration to include but not limited to:

- Social Networking Sites (LinkedIn, Facebook, Google+, etc)
- Micro-blogging Sites (Twitter, Yammer, etc);
- Blogs (including school and personal blogs);
- Online Encyclopedias (Wikipedia);

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- Video and Photo-Sharing websites (YouTube, Instagram,SnapChat etc).

Policy Guidelines:

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the school's Acceptable Use Policy (AUP).
- Regardless of your privacy settings, assume that all of the information you have shared on your social media is public information.

Be respectful, responsible and ethical

- Always treat others in a respectful, positive and considerate manner.
- 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.
- Because online tone can be interpreted in many different ways by readers, students and employees should not engage in conduct that would not be acceptable or appropriate on school grounds, including derogatory or discriminatory remarks, threats, intimidation, harassment, insults, slander, or inappropriate language.
- 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. Provide any and all feedback in a constructive and positive manner.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback, etc.
- Always be accurate and honest when posting any news or information on social media. If any mistakes or errors are made, please correct them immediately. If any information is suspected to be "rumor", it is best not to post it. Stick to the facts, always.

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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 and assume it's the most up-to-date or correct.
- Always respect the privacy of the school, employees, and community members.

Images

- Respect brand, trademark, copyright information and/or images of the school (if applicable).
- You may use photos and video (products, etc.) 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.
- Do not post pictures of others (co-workers, etc.) without their permission.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the school is ultimately responsible for any content that is shared on our network. Don't blindly repost a link without looking at the content first.
- 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.

Netiquette

- 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 available online, you will find some unverified, incorrect, or inappropriate content. Users should use trusted sources when conducting research via the Internet.

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- 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. These are **PUBLIC** forums, always remember that.

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 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 severe disciplinary action and loss of privileges. In some cases, cyberbullying can be a crime. Remember, that your activities are monitored and retained by others.

This is not intended to be an exhaustive list. Users should use their own good judgment when using social media. If ever in doubt, ask a teacher, colleague, or school administration.

Limitation of Liability

Okmulgee Public Schools will not be responsible for damage or harm to persons, files, data, or hardware.

Violations of this Social Media Policy

Violations of this policy may have disciplinary repercussions, including but not limited to:

- Suspension of privileges.
- Removal from positions of leadership within Okmulgee Public Schools.
- Removal of the student/employee from Okmulgee Public Schools.
- Additional consequences determined by Administration.

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I have read and understand this Social Media Policy and agree to abide by it:

_____

(Printed Name)

_____

(Signature)

_____

(Date)

Please return this form to the school where it will be kept on file. It is required for all students/employees that will be using a computer network and/or Internet access.