Social Media in the Classroom

An Interview with Dr. Ashley Halliday

NVUSD Assistant Superintendent of Human Resources

Dana Cope

ED 702 Dr. Beltramo

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The answers below follow the current NVUSD administrative regulation and board policy.

**Dana Cope: How does the district define social media?**

Answer: Social media means any online platform for collaboration, interaction, and active participation, including, but not limited to, social networking sites such as Facebook, Twitter, YouTube, LinkedIn, or blogs.

**Dana Cope: What is the district’s policy on the use of social media?**

Answer: The board recognizes the value of technology such as social media platforms in promoting community involvement and collaboration and encourages their use by the district and its teachers.

**Dana Cope: What does the district see as the purpose of social media?**

Answer: The purpose of any district or social media platform should be to further the district’s vision and mission, support student learning and staff professional development, and enhance communication students, parents/guardians, staff, and community members.

**Dana Cope: Are there guidelines for the content in social media platforms?**

Answer: The content must be appropriate for all audiences and should be regularly monitored. Official district social media platforms may not contain content that is obscene, libelous, or put students in danger of unlawful acts on school premises, violation of school rules, or substantial disruption of the school’s orderly operation.

**Dana Cope: Who is responsible for relaying this information to school sites?**

Answer: Technology, Human Resources, and Instruction work together to communicate policies to school sites. Each site is expected to have a statement that specifies the site’s purpose along with a statement that users are expected to use the site only for those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts.

**Dana Cope: What are the policies about privacy?**

Answer: Social Media and networking sites and other online platforms shall not be used by district employees to transmit confidential information about students, employees, or district operations.

**Dana Cope: Are there rules about how the district media platform should be displayed?**

Answer: Each official district platform should prominently display:

1. The purpose of the site along with a statement that the site should be used for those intended purposes.
2. Information on how to us the security settings of the social media platform.
3. A statement that the site is regularly monitored and that any inappropriate post will be removed. (Guidelines are found in our district board policy)
4. Protocols for users, including expectations that all users will communicate in a respectful, courteous, and professional manner.
5. A statement that users are personally responsible for the content of their posts and that the district is not responsible for the content of external online platforms.
6. A disclaimer that views the comments expressed on the site are those of the users and do not necessarily reflect the views of the district.
7. A disclaimer that any user’s reference to a specific commercial product or service does not imply endorsement or recommendation of that product or service by the district.
8. The individual (s) contact regarding violation of district guidelines on the use of official district media platforms.
9. Also, employees using social media platforms must identify themselves by name and district title and include a disclaimer stating that the views and opinions expressed in their post are theirs alone and do not necessarily represent those of the district or school.

Summary:

Our district policies surrounding social media in the classroom are in the beginning stages, but I was happy to see that the district acknowledges the value of social media and encourages its use to promote community involvement, collaboration, staff professional development, and to enhance communication with students, parents/guardians, staff, and community members. Our district goal is to prepare our 21st century learners for college and career. Social Media is a big part of this process. We now have policies in place that can be expanded upon as we gain access and use of technology in all of our classrooms.