

Did you know?

Social Media Session, June 2015

Point Isabel Independent School District



Public school [employees] are in a very unique position. They are individuals and employees of the state. Therefore, school districts have an interest in making sure that the messages students and all stakeholders receive are in line with the district's goals, policies and vision. *- Yoshana B. Jones, Attorney*

P.I.I.S.D. Employees: Our Responsibility



Common Social Networking Sites

- Facebook
 - Twitter
 - LinkedIn
 - Pinterest
 - Google Plus+
 - Tumblr
 - Instagram
 - Flickr
 - Vine
 - SnapChat
-

Awareness

Personal Use of Electronic Media Reminders (Policy DH)

- The employee is prohibited from knowingly communicating with students through a personal social network page.
 - The employee is responsible for the content on the employee's page, including content added by the employee, the employee's friends, or members of the public who can access the employee's page, and for web links on the page.
 - The employee shall not harm others by knowingly making false statements about a colleague or the school system.
 - The employee shall maintain appropriate educator-student relationships boundaries based on a reasonably prudent educator standard.
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What do you think of these photos posted by district employees?



Activity: Timed Pair Share

Is the picture appropriate or inappropriate for a district employee to post online? Why?

What do you think of these posts made by district employees?

1. "A girl at school has her hair nappy almost every day and her brother wears dirty clothes, has a nasty face and can't even read. Come on parents!"

2. "I can't wait for change in the district. Things were great when you were here. Our new leaders don't know what they are doing."

3. "Why can't parents pick up their kids on time?! I have a life other than teaching."

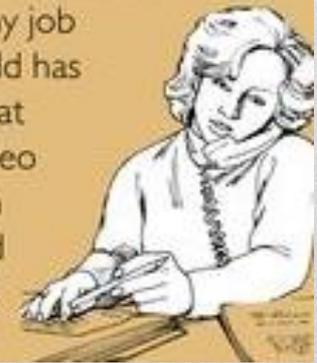
4. Do you want to hear a secret?

You're the reason your teachers are alcoholics.



5.

Yes, Mrs. Smith, it IS my fault and I should lose my job because YOUR child has never read a book at home and plays video games until 3am on school nights ... Said NO teacher EVER!
someecards
union card



Some employees believe using humor, sarcasm, or venting is okay when posting online.

Reality

McKinney Officer Pool Incident - A Texas teacher posted on Facebook that she wanted black people to be “segregated on one side of town so that they can hurt each other and leave the innocent people alone. Maybe the 50s and 60s were really on to something.”

District’s Statement - Frenship ISD is deeply disappointed in the thoughtlessness conveyed by this employee’s post. We find these statements to be extremely offensive, insensitive, and disrespectful to our Frenship community and citizens everywhere. These comments in no way represent the educational environment we have created for our students. The employee whose account is responsible for the post will be relieved of her teaching duties at Frenship ISD. **We hold our employees responsible for their public conduct even when they are not on active duty as district employees. Employees are held to the same professional standards in their public use of electronic media as they are for any other public conduct. This recent conduct was unacceptable.** Frenship ISD hopes communities, parents and students understand that these remarks do not reflect the views of our district, teachers and staff.

Some employees believe using humor, sarcasm, or venting is okay when posting online.

How many reports of inappropriate social media usage do you think were sent to the Superintendent for the 2014-2015 school year?

A.1-5

B.6-10

C.15-20

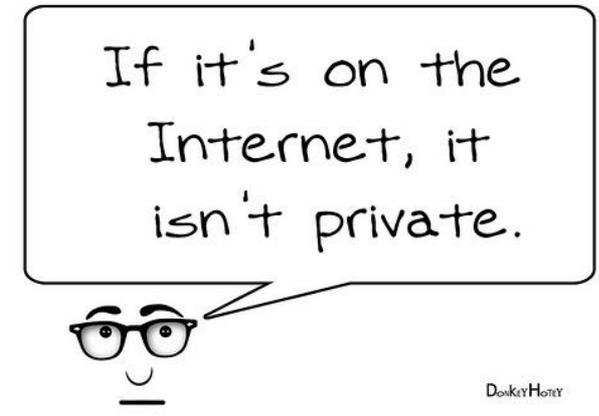
D.Over 20

District Examples

6. My Colleagues
 5. The Accident
 4. I'm Thirsty
 3. Nicknames
 2. The Cake
 1. Community Members
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Privacy Settings

1. Twitter is transparent.
2. SnapChat messages do not really disappear.
3. Facebook “Likes” and “Comments” to people can be seen by users that are not on your “Friends” list.
4. Facebook photos you are tagged in can be seen by the “Friends” of the user that originally tagged you.
5. Taking a photo with Instagram doesn’t just save the image to your phone’s photo gallery, it also posts it to your Instagram photo feed which by default is public.
6. *Nothing you post online is private! Your own friends are reporting, screenshotting and sending your information to others.*



Do you want to be the next headline on the news or newspaper for inappropriate social media usage?



Action

- Facebook will be open this week for employees from within the school network. **Take time to review your photos, posts, and anything you are tagged in.**
- Summer is just around the corner! Think before you post.
- Email djcanales@pi-isd.net if you have any questions or comments related to social media.
- FAQ sheet will be posted online once all sessions have been conducted.



WE ALL MAKE MISTAKES. BUT
SOCIAL MEDIA
CAN FRAME THOSE MISTAKES
AND DISPLAY THEM INFINITELY.

Advocate



Social Media: Our Commitment



Did you know?

“When in doubt,
it is better to ask the Technology Director
than to get called in to the Superintendent’s Office.”

-D.J. Canales
