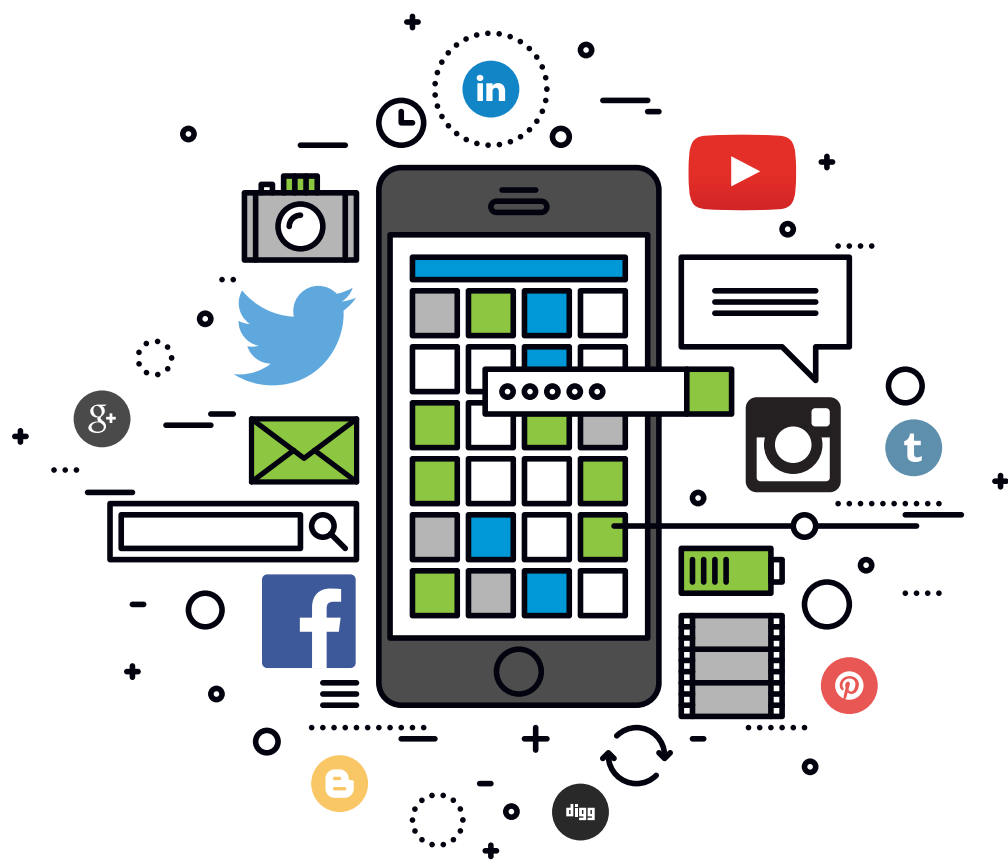# PERRIS UNION HIGH SCHOOL DISTRICT
SOCIAL MEDIA POLICY AND GUIDELINES

The Perris Union High School District is committed to providing a safe and secure learning environment for its students and employees. While social media has many benefits, events can happen online which can be deemed inappropriate and lead to investigation and discipline. Additionally, the District may not be able to protect or represent employees who incur legal action from a second party in response to the employee's behavior on a social networking site. It is for this reason that the District has created a social media policy. It is the District's hope this policy will encourage positive relationships between the employees, students, parents, constituents and its stakeholders.

1. WHAT IS SOCIAL MEDIA?

Simply put, social media is a way for people to communicate and interact online. It is now easier than ever to publish content that generates conversation. You don't have to be a techie to easily create and post to various social media platforms, including blogs, social networks, and websites.

2. WHY SHOULD PUHSD EMBRACE SOCIAL MEDIA?

With the explosion of growth in popular social media platforms, it is safe to say that the era of social media is just getting started. Social media has become an efficient form of communication, not only for community relations, but for school sites and classroom interaction as well!
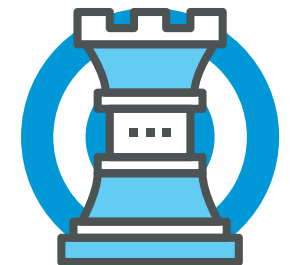
When talking about social media for the Perris Union High School District, accounts can include, but are NOT limited to:
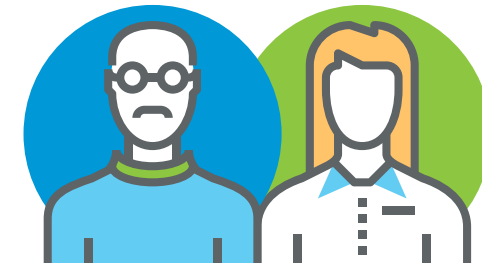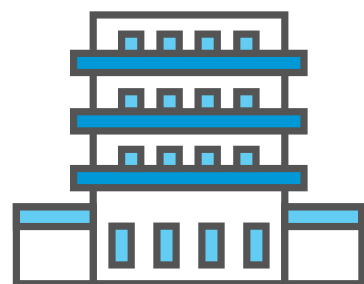
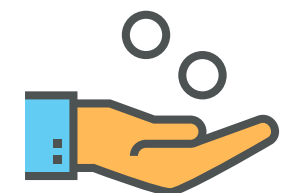TEACHER PAGES

ASB

CLUBS

SCHOOL SITES

PTA

DRAMA AND ART

SPORTS

DISTRICT OFFICE

STEM

DEDICATED FUNDRAISING

By using social media, PUHSD can reach a wider audience with much less effort. Increasing communication efficiency is a cornerstone of effective communication and as the district and school staff's presence on social media grows, so too will the size of its audience.

According to a recent study from Pew Research Center, 92% of teens report going online daily. The district can capitalize on this activity by using social media to communicate with students on those same platforms.

Stakeholders use social media to voice concerns within the community. Public schools have to join the conversation on such social media platforms to address these concerns or run the risk of not having their position presented. By using social media in real time, PUHSD staff can engage with stakeholders to enhance and protect their reputation more effectively.

Social Media can only help to further PUHSD's vision and mission of supporting student learning and staff professional development by enhancing communication with students, parents/guardians, staff, and community members.
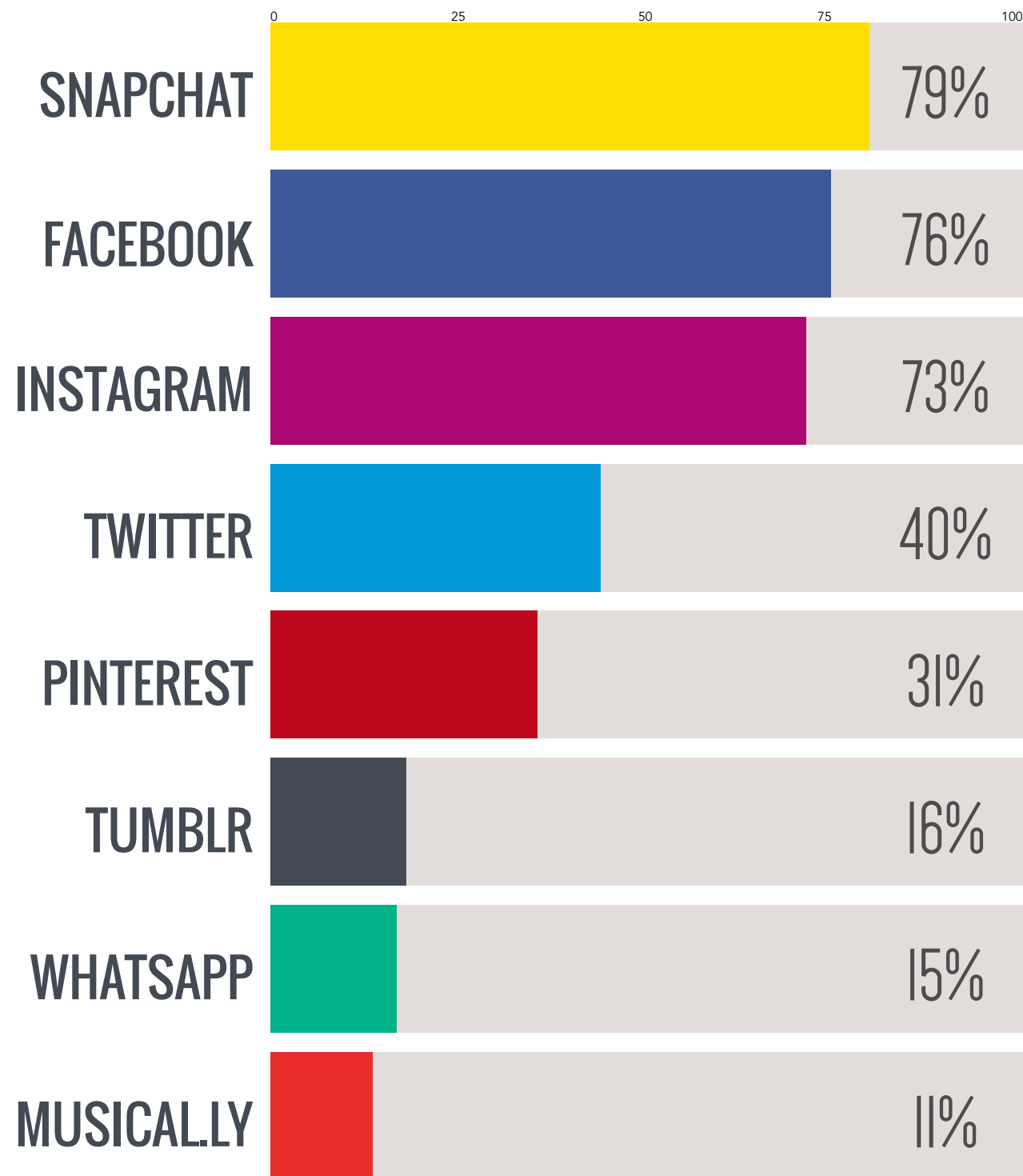
SOCIAL MEDIA

JUST A FEW OF THE MANY BENEFITS

- **SHARE PUHSD AND SCHOOL NEWS**
- **SHARE UPCOMING SCHOOL EVENTS**
- **INCREASE AWARENESS,**
- **VOLUNTEERISM AND DONATIONS (PTA / FOUNDATION PAGES)**
- **REMINDERS AND TIPS FOR PARENTS**
- **CONNECT WITH COMMUNITY GROUPS / INFLUENTIAL ORGANIZATIONS**
- **SHOWCASE STUDENT ACHIEVEMENT**
- **CLASSROOM ASSIGNMENTS**
- **STAFF NETWORKING**
- **COMMUNICATION WITH PARENTS AND STAKEHOLDERS**
- **COMBAT RUMORS OR MISINFORMATION**
- **GENERATE POSITIVE MEDIA COVERAGE**
- **PROFESSIONAL DEVELOPMENT AND PERSONAL LEARNING NETWORKS**
- **COMMUNITY OUTREACH**
- **ALLOW STUDENTS TO ENGAGE IN EXTENDED LEARNING OPPORTUNITIES**
- **EMERGENCY ANNOUNCEMENTS**

GROWING YOUR PERSONAL LEARNING NETWORK (PLN)

Being a 1:1 school district, it is no secret that technology has become an integral part of the classroom. How does one learn new ways to integrate 21st Century learning into the classroom? By collaborating and networking with your peers. Social media allows you to grow your Personal Learning Network by leaps and bounds. And the bonus? It is available to you seven days a week, 24 hours a day. Twitter, blogging, and Pinterest are all excellent tools for building your PLN.

TOP SOCIAL MEDIA PLATFORMS FOR TEENS, AS OF 2017

SNAPCHAT	79%
FACEBOOK	76%
INSTAGRAM	73%
TWITTER	40%
PINTEREST	31%
TUMBLR	16%
WHATSAPP	15%
MUSICAL.LY	11%

* Source https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/

Teenagers are constantly on the Internet and social networking websites. 92% of teens report going online daily and more than half of all teens (ages 13-17) go online several times a day. A whopping 88% of teens own a smart phone.

PUHSD staff can capitalize on this activity by using social media to communicate with students on those same platforms. It will allow staff to take part in the changing dynamic between teachers and students and can be beneficial for relationship building, course communication, and 21st Century teaching methods. YouTube EDU alone currently has 700K + high quality educational videos that can be used in the classroom!
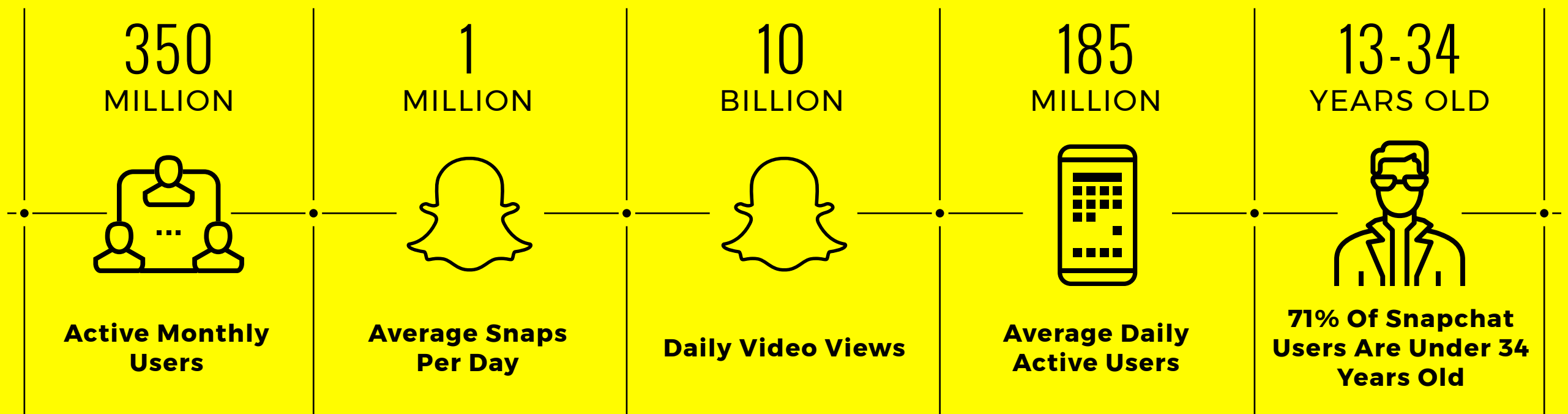
3. COMMON SOCIAL MEDIA PLATFORMS

Snapchat now outranks Facebook as the #1 social media app used by teens. One of the main draws of Snapchat for teenagers is that it seems like an adult-free zone. This trendy mobile app allows users to capture a photo or brief video with it, then add a caption or doodle or filter/lens over top, and send the finished creation (called a snap) to a friend. Alternatively, users can add their snap to their "story", a 24-hour collection of all their snaps that's broadcasted to the world or just their followers. Snapchat is unique in that all photos and videos only last a brief amount of time before they disappear forever, making the app ephemeral in nature. However, there is nothing stopping someone from taking a screenshot of a snap.

350 MILLION
Active Monthly Users

1 MILLION
Average Snaps Per Day

10 BILLION
Daily Video Views

185 MILLION
Average Daily Active Users

13-34 YEARS OLD
**71% Of Snapchat Users Are Under 34 Years Old**

It's hard to imagine there is someone on this planet who is not familiar with Facebook. This social networking behemoth now has over 1.86 billion monthly active users, making it the most widely-used social network to date. The company mission is to give people the power to share and make the world more open and connected. Users must register before using the site, after which they can create a personal profile, upload photos and video, send messages, and keep in touch with friends, family, and colleagues. Besides a personal profile, you can also access custom features, like Business Pages, Groups, and Events.
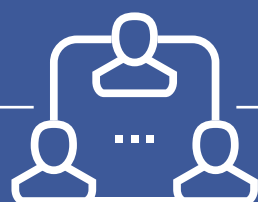
1.86 BILLION
Active Monthly Users
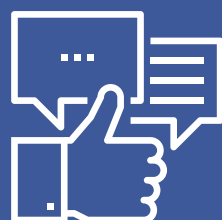
4.5 BILLION
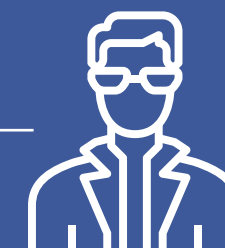Average Daily Likes On Posts and Pages

300 MILLION
Photographs Uploaded To Facebook Each Day

750 MILLION
Users Looking At Facebook Via Mobile Each Month

41 YEARS OLD
Average User Age

PAGES

Besides a personal account, Facebook allows users to create and promote a public page. This is an excellent, and recommended, platform for staff communication with students, parents, and the general community. Pages are an easy way for teachers and students to share relevant links, like blog / news articles, online videos, and pictures.

Examples:
- School Sites
- PTA Page
- Teacher Page
- Athletics Page
- Club Page

GROUPS

Facebook allows users to create groups and connect with other users who have common interests. You do not need to be 'friends' with someone on Facebook to interact with them in a group. Groups have varying levels of privacy and security, similar to individual profiles. In an educational setting, it is recommended to create groups that are "closed" and not "open."

Examples:
- A Classroom Project
- An Alumni / Interest Group
- A Specific Topic
- Network With Other Educators

EVENTS

Events allow users to publicize an event, invite guests and track who plans to attend.

Examples:
- Science Fair
- Sporting Event
- Extra-Curricular / Educational Events
- Fundraising Event
- Field Trip
- Museum / Art Show
- Local Events
- Dances

Instagram is a mobile-only app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow.
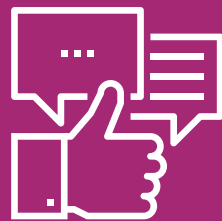
It is recommended to keep your personal Instagram account private and start a new account if the platform will be utilized in class.

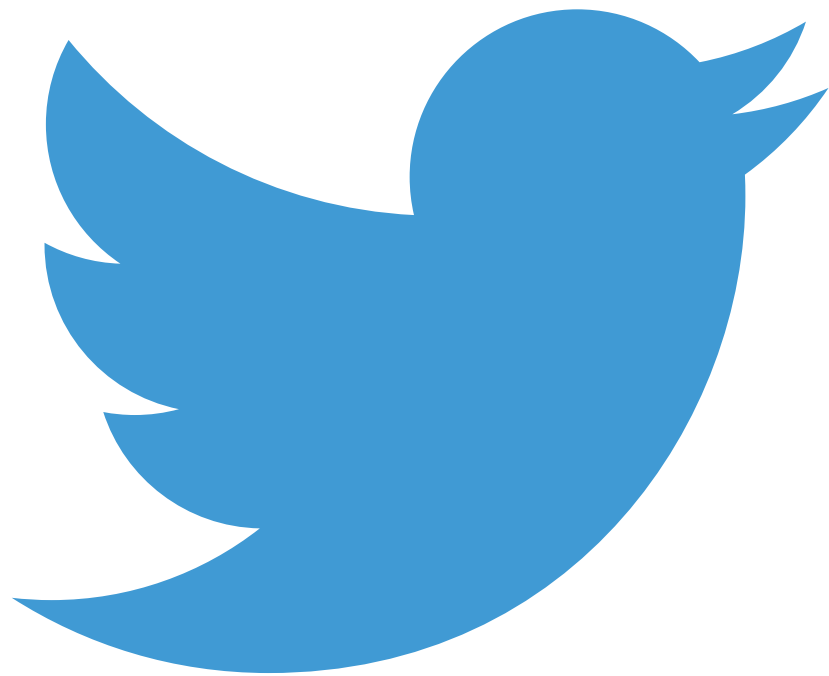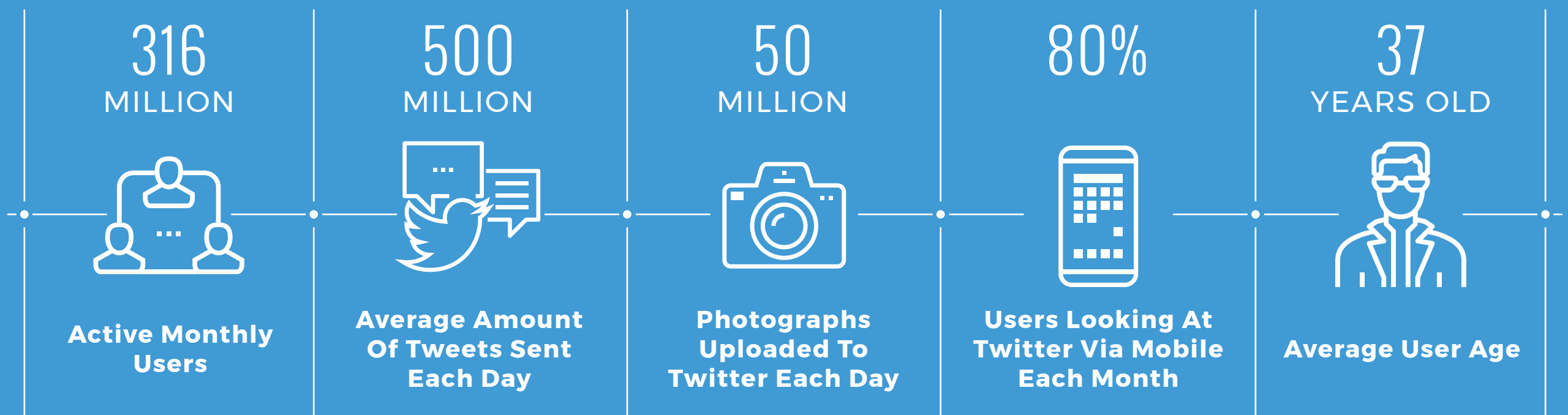| 700 MILLION	4.2 BILLION	40 BILLION	400 MILLION	18-29 YEARS OLD
Active Monthly Users	**Average Instagram Likes Per Day**	**Photographs Uploaded As Of 2017**	**Active Daily Users**	**Most Common Age Demographic**

Twitter is a social media platform that has become a fantastic learning and networking tool for educators everywhere. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search. This provides an instant and continuous stream of content, which makes Twitter an easy way to discover the latest news related to subjects you care about, followers you are interested in, and information you find valuable.

Twitter is an amazing tool for educators looking to grow their personal learning network. By connecting and learning from one another, there is a wealth of invaluable knowledge being passed around on Twitter on a daily basis.

316 MILLION
Active Monthly Users

500 MILLION
Average Amount Of Tweets Sent Each Day

50 MILLION
Photographs Uploaded To Twitter Each Day

80%
Users Looking At Twitter Via Mobile Each Month

37 YEARS OLD
Average User Age

THE TWITTER LOWDOWN

TWEETS: A post or a status update on Twitter. You are limited to 140 characters or less. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.

RETWEETS: Someone takes your tweet, then reposts it under their profile, extending the reach of viewership.
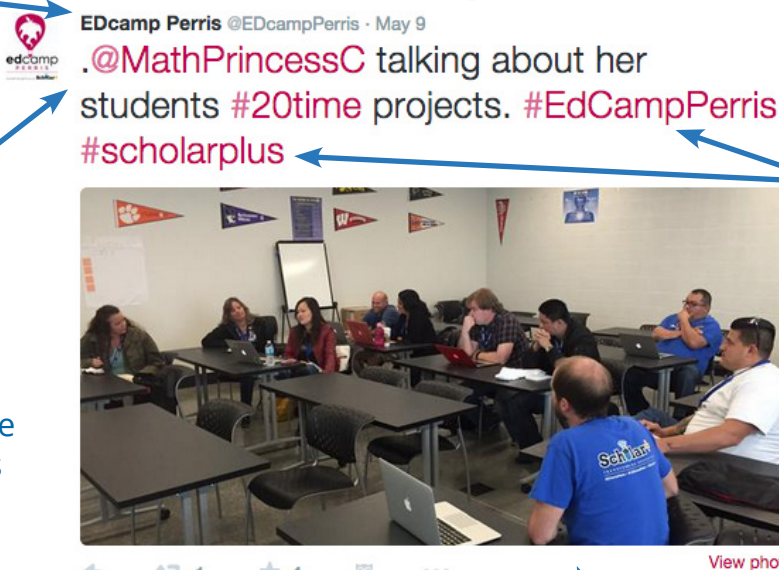
DM: A Direct Message is the private side of Twitter. You can use Direct Messages to have private conversations with Twitter users about Tweets and other content.

HASHTAG (#): One of the most complex features of Twitter for new users to understand is the # symbol. A hash tag is simply a way for people to search for tweets that have a common topic. For example, when PUHSD held an EDcamp this year, people could follow the event on Twitter by searching for the hashtag #EdCampPerris:

Your account handle (name) and icon photo. All users have the "@" symbol before their name.

Click on image for a complete Twitter tutorial on YouTube!

If you want to mention another Twitter account in your Tweet, make sure you use the "@" in the name so they will be notified. If you are both following each other, you add a period (.) to the beginning of the Tweet so it does not get sent as a Direct Message

Hashtags allow users to follow a specific topic or conversation. If you click on one of these hashtags, say, the #EdCampPerris hashtag, a new feed will open showing all conversations using the same hashtag.
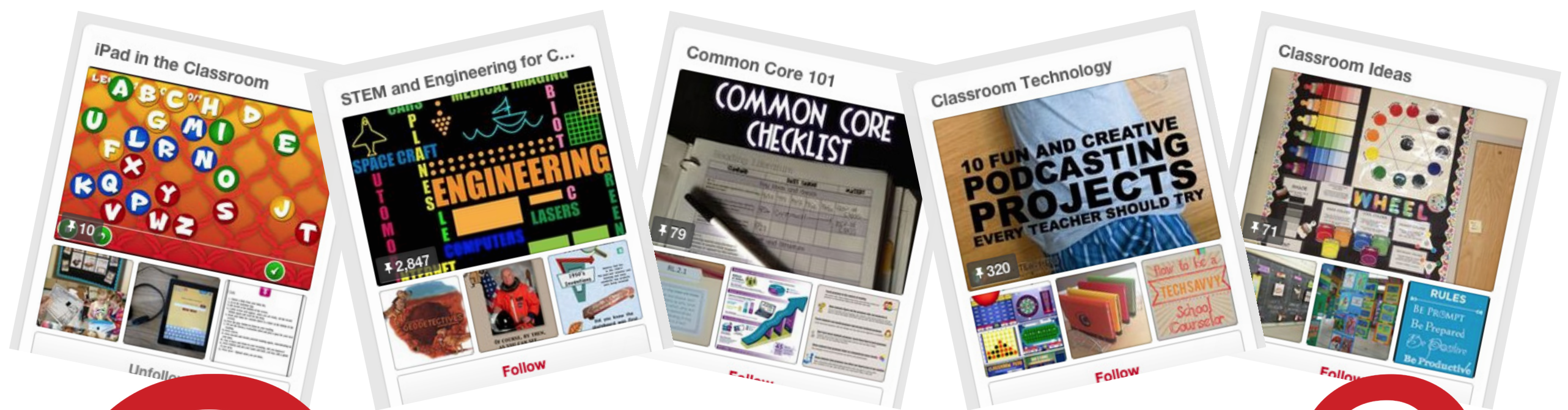
Reply   Retweet   Favorite
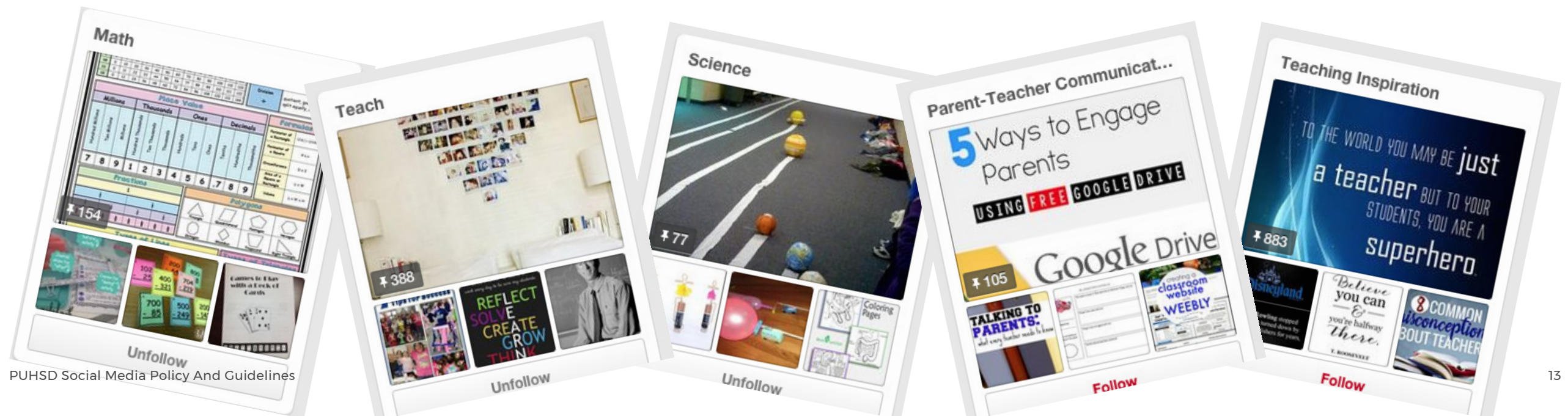
You can add photos, .gif's, and video into your Tweets.

Pinterest

Pinterest is a virtual pin-up board that is completely driven by visuals and provides endless ideas and inspiration for educators.

THE PINTEREST LOWDOWN

When you share something on Pinterest, each bookmark is called a PIN.

When you share someone else's pin on Pinterest, it's called a REPIN.

You group pins together by topic onto various BOARDS (or pinboards) in your profile. Each board mimics a real-life pinboard.

You can share images you find online, or you can directly upload images onto Pinterest. Using the Pin It button, you can share directly in your browser from any web page. You can also share your pins on Twitter and Facebook. Looking for something specific? Try the search tool inside Pinterest. You can search pins, boards, and user accounts.

Click on image to see a Pinterest account in action!
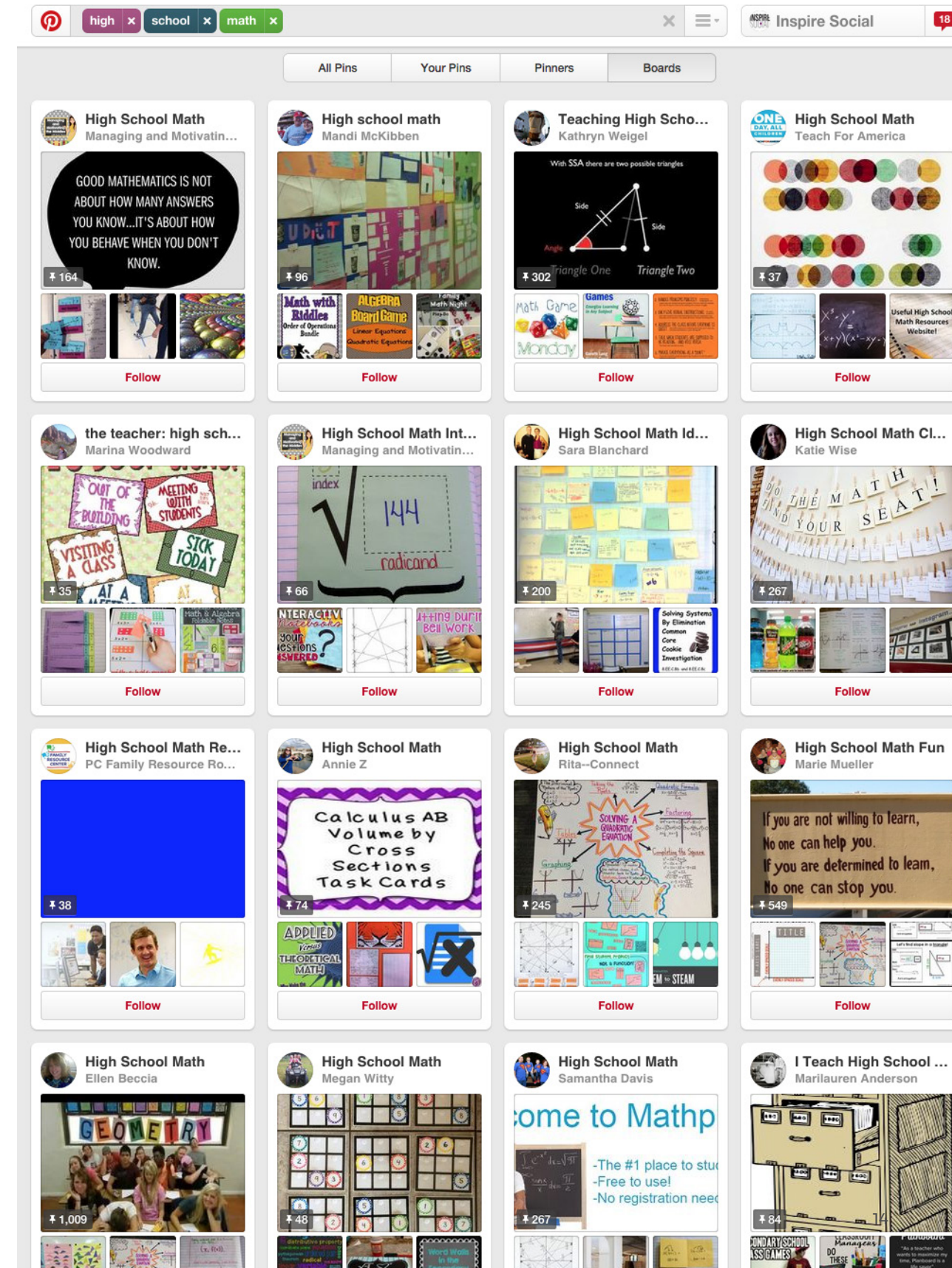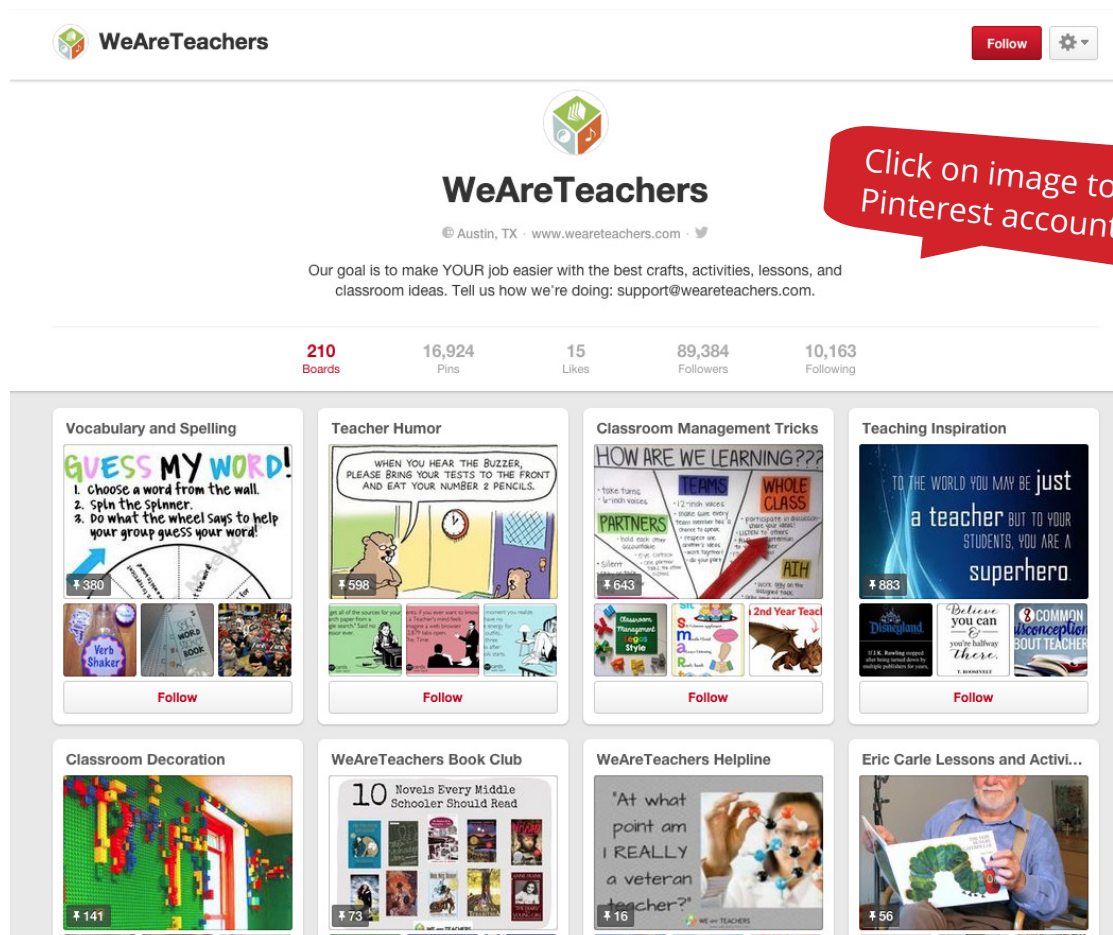
MUSICAL.LY

Musical.ly is a social media platform for creating and sharing short videos. Every day, millions of people use musical.ly as an outlet to express themselves through singing, dancing, sports, beauty & style, comedy, and lip-syncing. Musical.ly is a platform that connects individuals to a vibrant and highly-engaged community of content creators. Videos can either be saved privately or shared publicly.
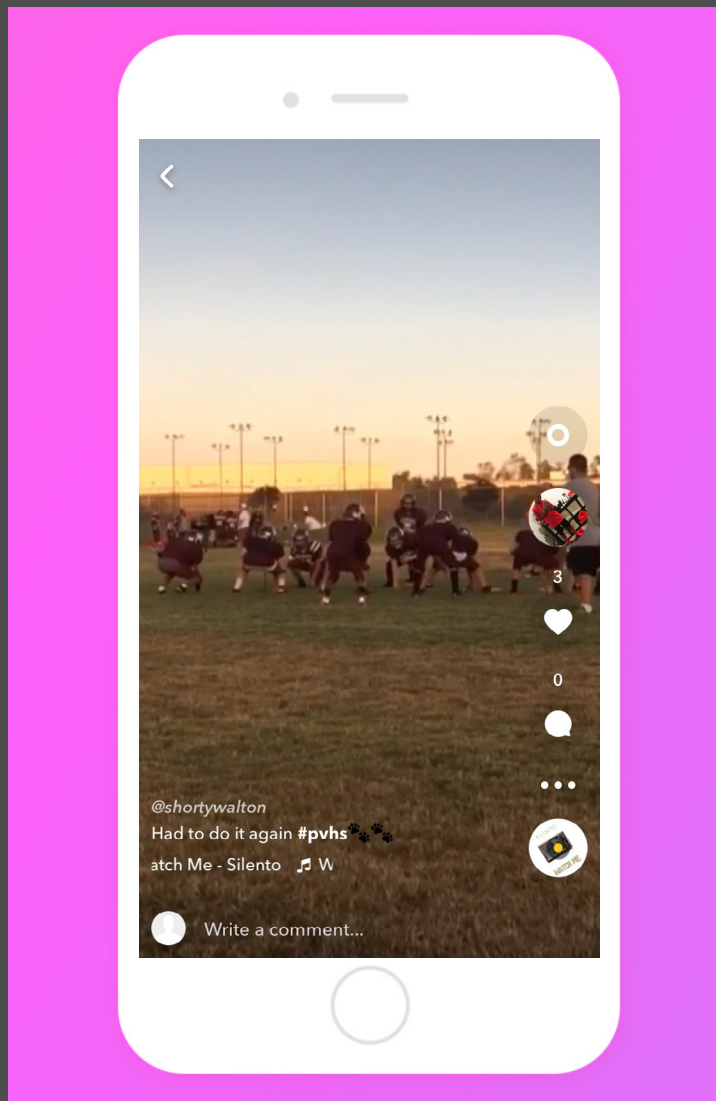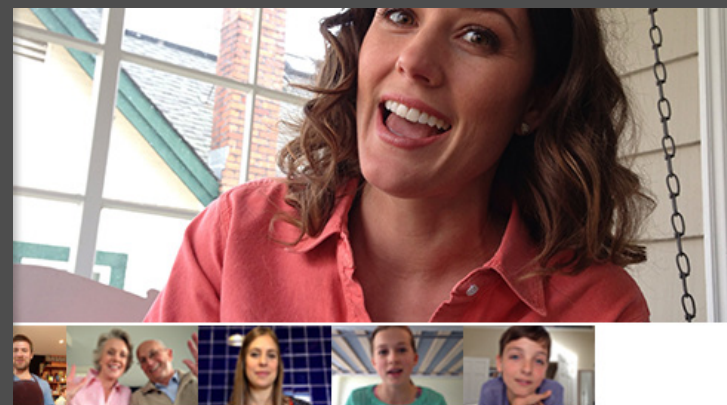

GOOGLE+

If you have a Gmail account, you have Google+. G+ is a platform focused on bringing all of Google together for users to enjoy. Although it is not as popular as Facebook, there are two huge things that make this network special: photo and video. Google+ is designed to allow anyone to upload high-resolution photos without interfering with the quality of the image.
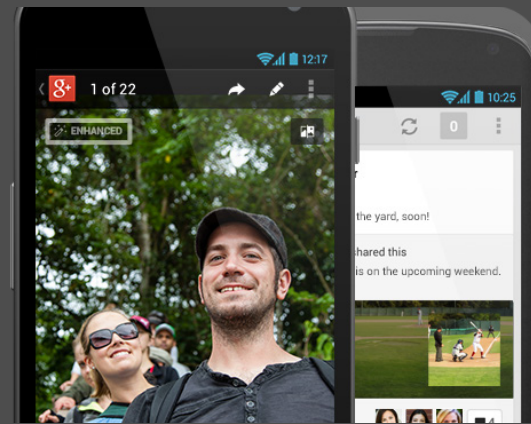

Hangouts is a video chat service that allows up to 10 users to chat at the same time for free, and in many cases even broadcast and record that chat through a YouTube channel.

YOUTUBE

YouTube is a part of the Google family designed for sharing video. It allows billions of people to discover, watch and share originally-created videos. Every minute of every day, more than 35 hours of video is uploaded to the website.

YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Click to check out all things #Education on YouTube!
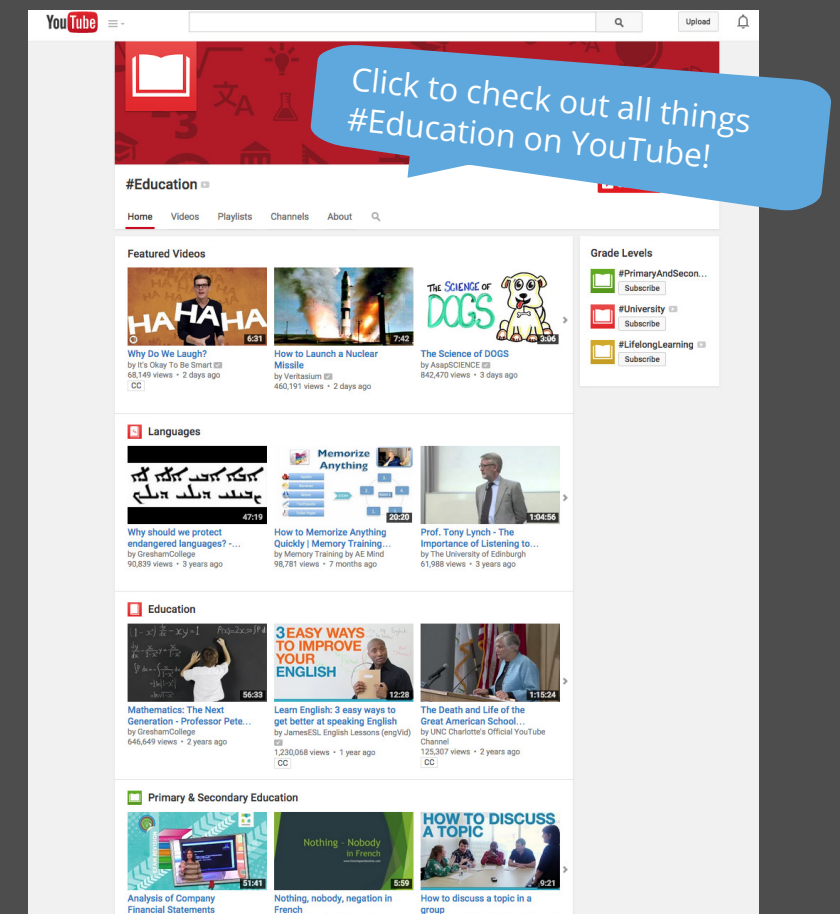
TUMBLR

Tumblr allows users to post multimedia and other content to a short-form blog. With 244+ million blogs and counting, Tumblr lets you effortlessly share text, photos, links, music, and videos. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

Unlike the other services listed, Tumblr does not make any effort to curate the content that its users post and as a result of this, Tumblr contains content that may not suitable for students. Please use caution when using in the classroom.
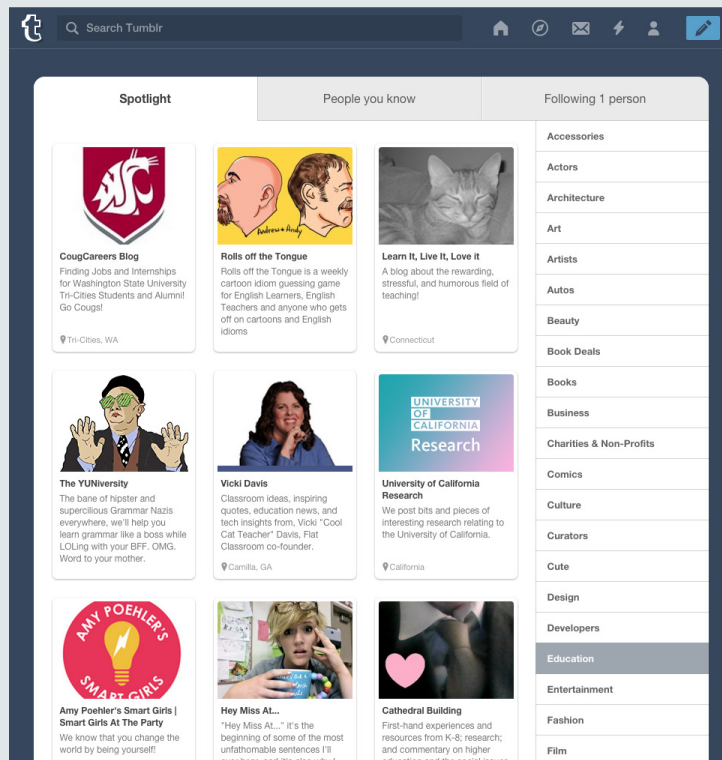
WHATSAPP

WhatsApp is a free to download messenger app for smartphones. WhatsApp uses the internet to send messages, images, audio or video. The service is very similar to text messaging services however, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. It is popular with teenagers because of features like group chatting, voice messages and location sharing.
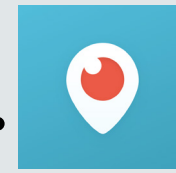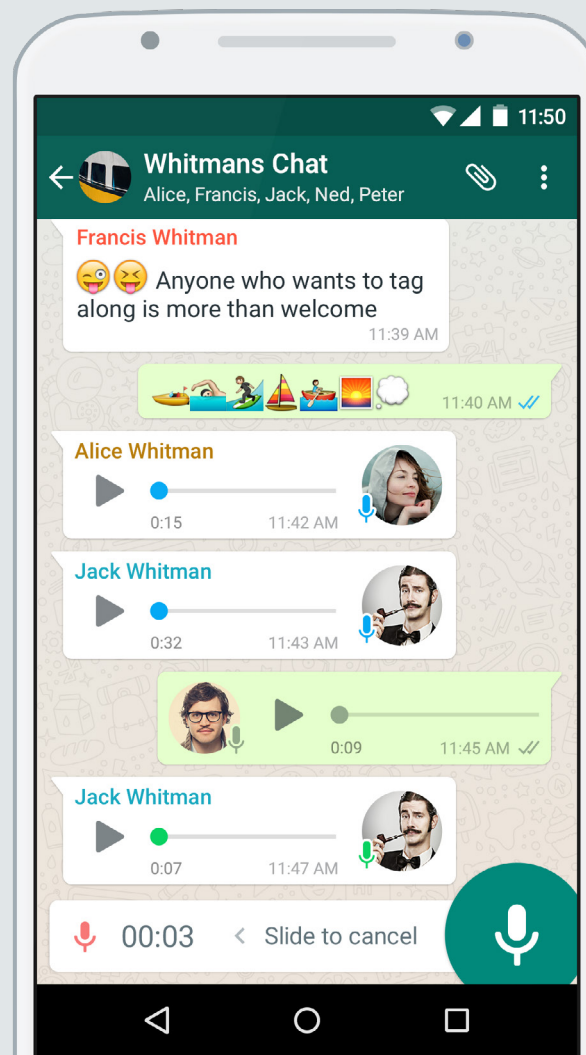
PERISCOPE

Twitter now offers livestreaming via video app Periscope. They link to a user's Twitter account to broadcast and watch video live from around the world. Teachers and educations should be aware before using it in a classroom setting: it's live and there is no stopping people from swearing or acting in a crude manner.

4. SOCIAL MEDIA PLATFORM AUTHORIZATION

Official district social media platforms shall be used only for their stated purposes and in a manner consistent with the policy and administrative regulation. District presence can include, but is not limited to:
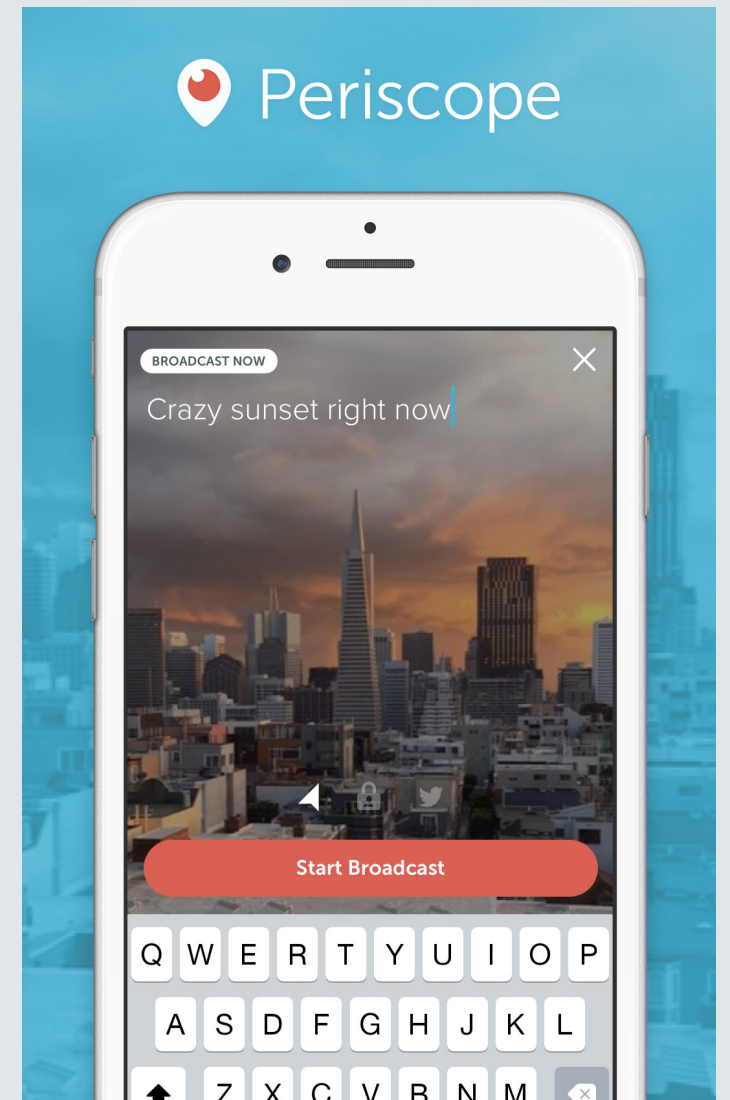
- CLASSROOM ACCOUNTS
- CLUBS
- ATHLETICS
- TEAMS
- FOUNDATION AND PTA

All social media platforms created by District employees that intend to represent Perris Union High School district or its organizations must first be approved by the district. Any accounts, web sites, or social media pages existing prior to this social media policy will be subject to review.

To request permission for a district-related site, please fill out the following form:

http://goo.gl/forms/4U2ZgiKwec

(It's a clickable link. You can sign up for a social media account right now! Yippie!)

5. GUIDELINES FOR PERSONAL SOCIAL MEDIA ACCOUNTS

Keep personal accounts private and do not "friend" any students, parents, or minors. There should be a clear distinction between personal social media sites and any district-related social media sites. Facebook, Twitter, and Instagram all have privacy features to ensure you are keeping your professional accounts separated. When a student or minor requests to follow an employee's personal social networking site, redirect them to the school-approved site. Accepting friend requests from graduated students over the age of 18 is acceptable, but employee must use their best judgment.
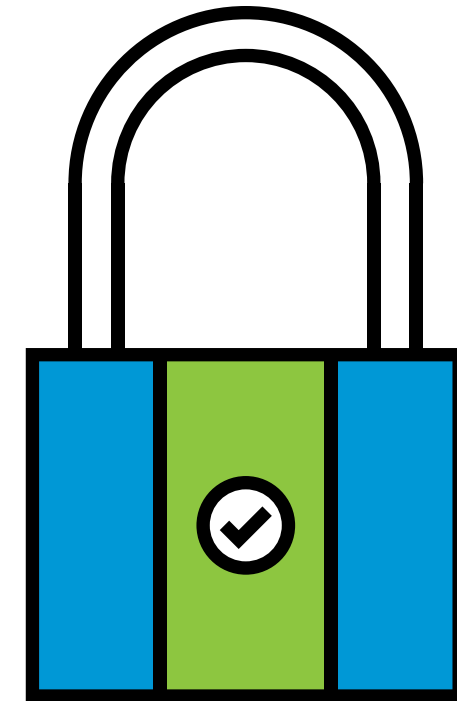
NEED HELP? CLICK ON ANY OF THESE LINKS TO GET STARTED
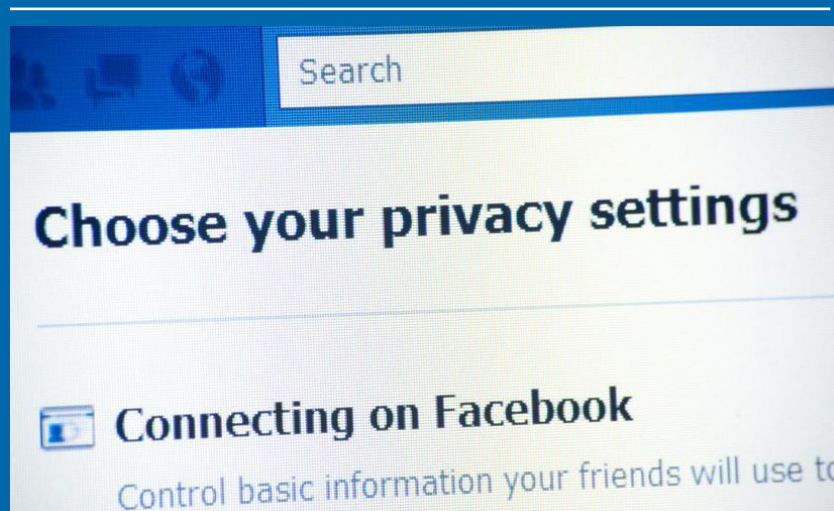
Facebook Privacy Settings

Instagram Privacy Settings

Twitter Privacy Settings

6. PUHSD SOCIAL MEDIA POLICY

Employees and all associated persons who work with or have contact with students are expected to follow the Perris Union High School District Social Media Policy. The purpose of this policy is to:

1. Provide guidelines to social media communications between employees, students, and parents;

2. To prevent unauthorized disclosure of or access to sensitive information;

3. To prevent unauthorized access and other unlawful activities by District users online; and

4. To comply with the Children's Internet Protection Act (CIPA)

The District has jurisdiction to discipline employees who violate rules of appropriate conduct, which many include the use of social networking sites during or outside of work hours.

All school employees are reminded to demonstrate appropriate and professional communication on all social media, including personal social media sites. Unfortunately, there is a growing number of public school employees who have been disciplined for inappropriate posts on social media.

1. THINK TWICE BEFORE POSTING OR COMMENTING

Even with privacy controls, privacy does not actually exist on the Internet. **If you would not share it in the classroom, do not share it online.** Search engines can turn up posts years after they are created, and comments and images can easily be copied and shared. Consider what could happen if an inappropriate post becomes widely known and how that could reflect on the person and the district. If you are unsure about posting something in particular, or responding to a comment, please ask your supervisor for input.

2. GET AUTHORIZATION

Before opening any district-related social media account, fill out PUHSD Social Media Authorization Form, found here:

http://goo.gl/forms/4U2ZgiKwec

3. USE DISTRICT EMAIL

When setting up a district or school related page, use your district email address. The District reserves the right to monitor users' online activities and to access, review, copy, or delete any communication or files and/or disclose them to others as it dems necessary and in accordance with Federal, State, and local regulations.

4. SETTING UP EMPLOYEE PAGES

PUHSD will be working on tutorials on how to set up social media accounts. Until then, there are hundreds of videos and blogs online showing how to set up a classroom page or group. This video is a great tutorial on how to set up a classroom Facebook page.

Make a Class Facebook Page
Get your class on the same page!

EdTECH.tU

0:20 / 10:08

5. PRIVACY OF STUDENTS

Never post identifying student information without the written, informed consent of the child's parent / legal guardian and principal. This includes names, videos and photographs on any school-based, personal or professional Internet website. No last names, addresses, or phone numbers should appear on social media sites.

6. INSTANT MESSAGING

Due to the ephemeral, non-discoverable nature of instant messaging and IM services, they should not be used.
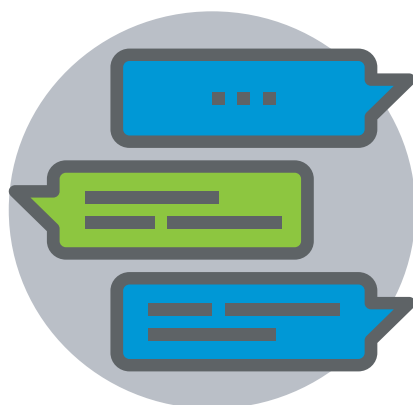
7. DISTRICT AND SCHOOL LOGOS

You can access district-approved logos here:

https://goo.gl/2CmgJK

Any other district-related logo not found in this folder must be approved by the IT Department. Please send an email to: helpdesk@puhsd.org

8. BE ACCURATE

Review content for grammatical and spelling errors. Get the facts straight before posting them on online platforms.

LETS EAT GRANDMA!

AL GORE INVENTED THE INTERNET

THiNK!
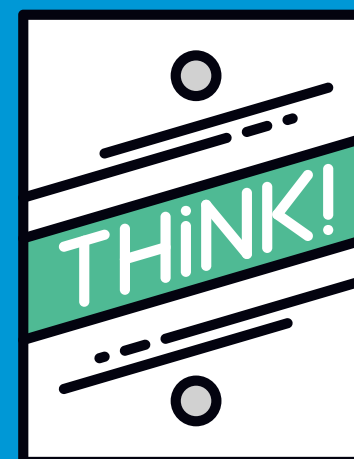
9. BE RESPECTFUL

Discussions online can encourage opposing ideas. Carefully consider all responses and how they would reflect on the poster and on the district. Refrain from religious and political beliefs when possible.

10. BE RESPONSIBLE

Employees are responsible for monitoring and maintaining their official presence online. The content posted by employees cannot violate copyright or intellectual property laws and must conform to all applicable state and federal laws, as well as all district and board policies.

The District reserves the right to monitor users' online activities and to access, review, copy, or delete any communication or files and/or disclose them to others as it deems necessary and in accordance with Federal, State, and local regulations.
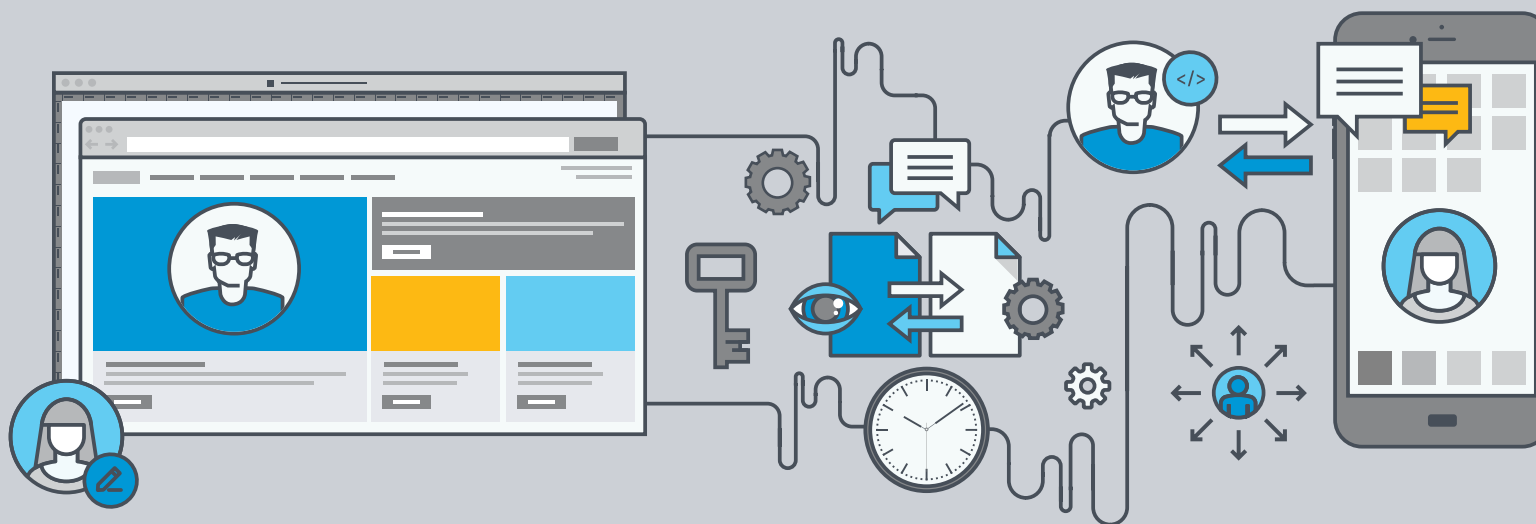
11. MONITOR IDENTITY

It is advisable to periodically check that your identity has not been compromised. If an employee's identity is being misrepresented, contact your supervisor or email the district immediately: helpdesk@puhsd.org

In turn, misrepresenting yourself by using someone else's identity is considered a misdemeanor in California, punishable by a fine up to $1,000, or jail up to one year, or both.

7. MONITORING AND DELETING INAPPROPRIATE CONTENT

Any school, club, athletic, or district-related social media site requires constant monitoring. It is important to respond when someone in the community asks a question and it is imperative to try and keep inappropriate content off any social media site, whenever possible. The account owner is responsible for deleting content that contains:

PROFANITY • NUDITY • HATE SPEECH
DEFAMATION • NAME CALLING • SPAM

8. CYBERBULLYING

Cyberbullying is an epidemic online and will not be tolerated in the Perris Union High School District. Posting inappropriate derogatory, disparaging, harassing, vulgar, abusive, threatening, racist, biased, or bullying comments toward or about any student or employee, on any website, email, or social networking site is prohibited and will subject an employee to discipline.

Children are not the only ones at risk for cyberbullying. Unfortunately, teachers and district employees are also on the receiving end. If an employee feels they are being attacked online, please contact your supervisor or send an email to helpdesk@puhsd.org right away.

Employees can also reduce the risk of cyberbullying by:

- Investigate your identity online. Google and search Facebook and Twitter for accounts containing your name.
- Password protect everything online to reduce any instance of your social media accounts being hacked. Keep all accounts on the most private settings possible. Password protect your mobile phone in the instance that you lose it or it is stolen by a student.
- Don't connect with students or parents on your personal social networks.
- Keep your private life private. Keep in mind that anything personal people can see online could be used to bully you or your family.