

Roseville Area Schools Media and Technology Services



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What technology skills do staff and students need?

Current national standards identify several higher-order thinking skills and digital citizenship as critical for students to learn effectively for a lifetime and live productively in our emerging global society. These areas include the ability to:

- Demonstrate creativity and innovation
- Communicate and collaborate
- Conduct research and use information
- Think critically, solve problems, and make decisions
- Use technology effectively and productively

For this reason, the District believes that **all staff** should now possess these “Common Workplace Technology Skills” that are increasingly needed for everyday communication and work in our school community.

- Basic Computing (creating, saving, organizing and locating files)
- Email Basics (create, send, and reply to messages, attachments, contacts and distribution lists)
- Word Processing
- Internet Navigation and Uses, including district website
- Knowledge of Ethical and Legal Use of District Technology
- Voicemail (if provided)

The Media/Technology Curriculum specifies the information technology skills needed by students. This was approved by the Board of Education in September of 2004. A printed copy of this curriculum was given to each building administrator and media/tech team. An online version of the Enduring Understandings and Essential Questions can be found at <http://www.isd623.org/edc/media/curriculumoverview.cfm>. Learner Outcomes for each grade level are <http://www.isd623.org/edc/media/mtcurriculum.cfm>.

What media/tech resources are available to staff and students?

People: Who are the district level media/technology staff?

The **Admin Tech Team**; composed of the Director of Teaching and Learning (Joe Wemette), Supervisor of Technology Services (Tina Clasen), Coordinator of Transportation (Jan Vanderwall), Coordinator of Instructional Media and Technology (Pat Davis), and Associate Director of Teaching and Learning (Connie Nicholson); meets regularly to review district technology issues.

The Coordinator of **Instructional Media and Technology** (Pat Davis) Roseville Area High School media specialist, oversees technology staff development and instructional technology integration into curriculum areas.

The Supervisor of Technology Services (Tina Clasen) is responsible for overall **coordination of district wide technology and information services, projects, and support.**

The Technology HelpDesk staff works directly with building media/tech staff to provide computer, server, telephone, and audio-video support to all schools.

The **Technology HelpDesk** coordinator is Clint Foster. **HelpDesk staff** include John Bailey, Mike Koopman, Brandon Peterson, Jon Mccullough.

Network/Server Manager is Jason Meyer.

The **student information system** (Genesis) is coordinated by the Genesis/MARSS Coordinator Lora Rutt.

The **Audio/Visual, Telephony and Smartboard** technical specialist is Sean Thao.

The Supervisor of Infrastructure and Cable Support Services, Wayne Powers, is responsible for **cable and video production.**

Network Manager, Jason Meyer; Supervisor of Infrastructure and Cable Support Services, Wayne Powers; Supervisor of Technology Services, Tina Clasen; Janice Sankot (Parkview DITA), and Coordinator of Instructional Media and Technology, Pat Davis are responsible for the development and implementation of district-wide web communications.

People: Who are the building level media/technology staff?

Library Media Specialists (LMSs) are responsible for teaching information skills to teachers and students; collaborating and consulting with classroom teachers for the purpose of integrating information skills and technology tools into content areas; and administering media center operations, programming, and resources. The LMS coordinates instructional support activities of the school media/technology team and disseminates district and building media/technology policies and procedures to staff and students.

Media/Technology Assistants (MTAs) and Information Media Technicians (IMT's) are responsible for assisting staff and students in locating and using media/technology resources (including A/V equipment) primarily in and around the media center areas. The MTA/IMT is a member of the site media/technology team that provides learning and teaching support, direct service to teachers and students, and materials management.

District Information Technology Assistants (DITAs) facilitate, assist, and support technology users in their buildings with computer and video technologies in order to help them become more skilled, self-reliant, and successful. DITAs serve as liaisons between buildings and the district technology services department. They also have district responsibilities based on their areas of specialty.

Training: How can technology skills be developed?

Training happens whenever and wherever it is necessary and wanted.

Classes or one-to-one software training can happen with the library media specialist in your building. Just express the need. Peers are very helpful and many are experts in the use of technology.

Atomic Learning- a website used to help you with learning software through videos. Available at your own pace 24/7.

Check it out at <http://www.atomiclearning.com>. To access the full range of lessons, login as rosevilleisd, password: isd623.

Summer Tech Camp- this is an opportunity to work on new skills and curricula supported by district experts and trainers.

TIES Summer classes- take tech classes during the summer for free. Watch for information in the spring.

Tech Support: What do I do when I have technology problems?

Equipment: check that all **cables and cords** are properly attached/plugged in, and then **restart** your computer.

Software program: consult on-screen help, help sheets, and/or a knowledgeable peer.

Still not fixed?

Submit a Tech Request: in the Staff menu of your building's homepage .

For emergencies, contact your building media/tech team (DITA, LMS, and MTA) **unless you are at the high school.** At RAHS, staff call the Help Desk directly at x8476.

Tech Integration: What instructional support is available when technology is used?

Your media specialist is there to help you with resources to support instruction, instructional design, and media/technology integration. Media specialists work best when they team teach with teachers to integrate relevant information technology skills into lessons or projects. (*See "skills needed by students" on page 1.*) Contact you building's media specialist to collaborate all aspects of the unit in which you want to use technology.

Ask your media/tech staff to provide technical or instructional assistance for you and your

students when doing something new in the lab or when you plan to conduct a technology - intensive lesson where success of the project may require assistance. They can also provide a written set of computer lab procedures and/or software help sheets as needed. The goal will be to assist you and your students in becoming increasingly skilled, confident and self-reliant users.

The instructing teacher is responsible for supervision in any area used for learning. It is important to remember that there must be a ***supervising adult present in the room*** when students are using technology. **Please do not send students to unsupervised computer labs.**

Building web sites have Learning Link pages. There are also resources on the Instructional Media/Technology website at <http://www.isd623.org/edc/media/>. Materials from the Ramsey County Library system can be requested through each media center.. See your media specialist or MTA/IMT for assistance.

Instructional Resources: Is there a video policy?

Teachers and students may use videos for curriculum related activities according to the *Fair Use Guidelines* afforded for instructional purposes. (NOTE: Your library media specialist can provide additional information.)

See Appendix C (p.11) for the district guidelines regarding use of films with students.

Communication: May I discuss student performance via email?

Student information is listed as private in the district data privacy documents. The following recommendations have been made by the Admin Tech Team.

1. This disclaimer will automatically appear on all out of district emails: “This email and any attachments may contain confidential and privileged information. If you are not the intended recipient, please notify the sender immediately by return email, delete this email and destroy any copies. Any views or opinions presented in this email are solely those of the author and might not represent those of Roseville Area School District.”
2. Consider transmission of data on email the same risk as a FAX or letter and take similar precautions.
3. Follow email guidelines for best practice:
 - Have a private password on your computer.
 - Use the log out/time out feature on your computer.
 - Use initials whenever possible when referring to a student or staff member.
4. When emailing multiple users such as parents, use the BCC field to protect privacy.

Communication: What about websites?

The Roseville Area Schools district pages are created and maintained by personnel who have been trained to use web-publishing software within the district website structure and guidelines. The number of webmasters is restricted for quality control purposes.

Principals are responsible for their schools' website content. At the building teacher and program level, websites can be created and maintained by individuals using an online service called SchoolCenter. See your media/technology staff for information.

Some buildings have teacher web page expectations. Please see your principal and/or media/technology team for specific guidelines regarding content such as student work and student photos.

Portability: How can I access school email from home?

See your media/tech staff if you encounter difficulties.

Go to the district homepage at <http://www.isd623.org> and click on the link for Staff *◆ Webmail* on the menu on the left side. Enter your domain (ad\), district username, and password when prompted. If there is only one box for both the domain and username, use the backslash between them, such as ad\davpa.

Portability: Can I access my school documents from home?

You can take documents home on portable hard drives, or you can email your documents to your home email address. You can also drop documents into an Outlook folder to access your documents via your school email.

If you work on files between platforms (Mac & PC), be sure file names include the appropriate extension, i.e. .doc, .xls, cwk.

If you use MS Office on your workplace computer, you may ask your media/tech staff to loan you a CD to install it on your home computer.

Is there software that will convert paper documents to PDF?

(...the only way your copies will be sent to the Copy Center. Copy Center requests must be submitted using the web form at <http://copies.isd623.org/>)

There is. Each building has a Xerox copier that has the capability to convert a print document to a pdf when you email it to yourself.

How is technology hardware and software chosen?

The acquisition of hardware and software has districtwide implications, so items need to be chosen thoughtfully and purposefully. Regardless of funding source, the process is described in *Appendix D*

(p.12) and can also be found online at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>.

Appendix E (p.13) shows what information is needed to fill out a *Technology Purchase Request Form* to start the purchase consideration. This form can be accessed on the district Intranet at <http://intra.isd623.org/technology/request.cfm>.

For computer programs, there is an Instructional Software Evaluation to be completed by the reviewing task force. See *Appendix F* (p.14) or online at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>.

Materials and resources are reviewed and recommended as a step in the Systems Outcomes Accountability Review Process (SOARC). The current calendar can be found at <http://www.isd623.org/edc/curriculum/> Professional reading, workshops, and conferences may also spark an interest in new items.

What computer software is available?

District **standard software** has the highest priority for purchase, support and training. These programs have been purposefully chosen and are needed across the district for curriculum, technology services, instruction, or by a particular department or team (i.e. Special Education or all custodial staff). **2011-2012 standard software for the district is listed in *Appendix G* (p.15).** Software is considered **nonstandard** if it has been chosen by an individual or by a small group of people to meet their working, teaching, or learning needs. Individuals using approved non-standard software will generally need to be responsible for their own training and tech support.

Is it okay to bring my own software or have students bring their software from home to use on district computers?

The answer is **NO** for reasons of legality, license restrictions and security. Unauthorized software loaded on computers has caused numerous conflicts in the past, and for this reason, we ask that it not be done.

If you have a piece of software in particular that you'd like to try with your students, or that is copyright legal and supports your curriculum area, *discuss your request with the district tech support department.*

What's okay and NOT okay when using technology and the Internet?

A supervising adult must be **present in the room** when students use technology. Do not send students to an unsupervised computer lab. Most library media centers have been designed with enough computers to accommodate a small number of well behaved students sent from classrooms.

All users of district technology are expected to follow the official school board policy (400 P) and its supporting regulations (400 R); these delineate acceptable use of school technology. They can be found in *Appendix F (p.17)* and online at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>.

Media specialists assist their principals to facilitate the teaching of the Acceptable Use Policy (AUP), which is part of the Media/Technology Curriculum.

What should I know about usernames and passwords?

Most school computers and many computer programs have security features on them to protect information. For these reasons, you will have a district provided username and will want to create unique, secure password(s) for access to your computer programs and information. **Security and safe computing is important.** If you have any questions about this, contact your building media/technology staff.

Does the district use an Internet Filter?

As part of compliance with the Children's Internet Protection Act (CIPA), Roseville Schools has implemented hardware and software to both monitor Internet access and block *some* inappropriate material. Please make note of the following key points:

- Existence of filtering software **does not** indicate implicit approval of sites that are not specifically blocked.
- Use of the District Network has a limited expectation of privacy as outlined in the Acceptable Use Policy: *This means the filter will monitor your computer use. Please use passwords to eliminate possible misuse of your computer.*
- Existence of filtering software does not absolve staff of responsibility to monitor student use as defined in the Acceptable Use Policy and Regulations (*Appendix H p17*).

The principal (or her/his designee) is responsible for insuring annual AUP training for staff and students. This topic is part of the Media/Technology Curriculum, and so building media specialists are AUP resources for their principals.

If you still have questions, please contact your media/tech staff.

What AUP training do staff and students receive?

In grades K – 4 classroom teachers give their students basic instruction on acceptable use of school technology and using preselected web sites for learning.

In grades 5 – 12, students receive more in-depth instruction about acceptable use from a library media specialist or designated teachers as per the media/technology curriculum.

It is recommended that information about the District AUP be in student and staff handbooks, as well as online via the district Instructional Media/Technology web site at <http://www.isd623.org/edc/media/>.

What policies apply to student misconduct with technology?

Connect student “acceptable use” practices to existing school rules, policies, procedures, and laws. Violations of the AUP should be treated the same as similar infractions that do not involve the use of technology. For example:

- If a student physically damages a computer or the network – *vandalism consequences*
- If a student sends a harassing message to another student or staff member via email or a message on a computer – *harassment consequences*
- If a student is using a computer for non-educational purposes or for some other activity not sanctioned by a teacher – *off task consequence*
- If a student takes a document or file not belonging to him/her off a local computer or the Internet without permission, and/or without giving credit – *copyright and theft consequence*
- If a student intentionally causes problems with a computer or the network, resulting in technical support time to correct – *vandalism consequences with billing to the family for the cost to correct the problem*
- A threatening letter to the president via email – *treated the same way by the government as if it were a threatening letter or phone call: The FBI and Secret Service would investigate, as they have with other districts. A threat via email to anyone on our email system should be treated the same way as any other verbal or written threat – consequences for threatening others*
- Arrangements for attaining drugs online is the same legal issue as if someone was trying to do so via the phone, by letter, or by pager – *legal consequences*
- Giving your personal information or anyone else’s electronically is not to be done for personal safety reasons – *personal safety, conversation with parent/guardian(s)*

Roseville Area Schools’ GUIDELINES FOR USE OF FILMS

Roseville schools follow copyright guidelines when using films.

A video can be shown under educational “fair use” if all of the following conditions are met:

- It is presented by instructors or students
- It occurs in the course of face to face teaching
- It takes place in a classroom (or similar place of instruction) of a nonprofit educational institution
- It is a legally acquired copy of a work

ELEMENTARY (K6)

Elementary teachers will seek guidance from the media specialist when planning to show a movie or clip from a movie rated above their students' chronological age such as PG13 and older. If the curriculum committee supports showing the movie for educational purposes, the teacher may show it. If the curriculum committee does not support the showing of the movie, the teacher will not show it.

If a PG rated movie is to be shown, then the person showing it needs to: take into account the applicable copyright provisions, inform families in advance, and fully preview the film prior to student viewing.

SECONDARY (712)

Secondary teachers will seek approval of their department when planning to show a movie or a clip from a movie rated above their students' chronological age (Rrated). If the department supports showing the movie, the teacher may show it. If the department does not support showing the movie, the teacher will not show it.

APPEALS

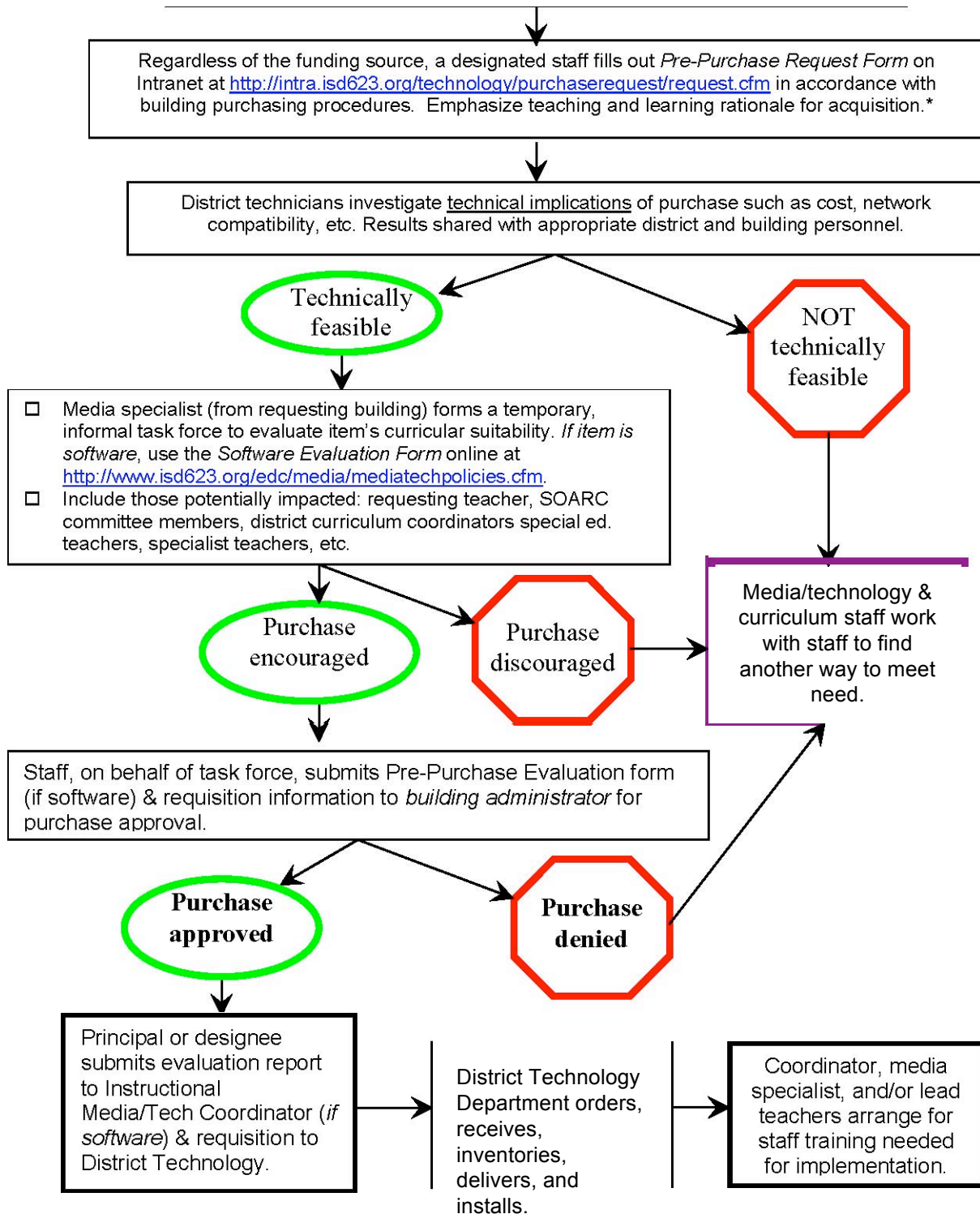
If a party objects to the showing of a movie, following approval by the curriculum committee or department, they will follow the normal appeals process, as outlined in Board Policy IKBR, Reconsideration of Instructional Materials.

MOVIES SHOWN FOR ENTERTAINMENT Movies shown for entertainment need to have “**public performance rights**” and will follow the movie rating system. Movies rated above the students' chronological age will not be shown for entertainment.

- PG13 movies will not be shown to elementary students for entertainment.
- Rrated movies will not be shown to students for entertainment.

ISD #623 Instructional Technology Purchase Process

Staff finds item (hardware and/or software) they wish to purchase.



*Instructional Best Practice = constructivist activities, active student learning requiring highlevel thinking skills (analysis, evaluation, synthesis), technology as information organizing &/or production tools. Avoid gamelike programs that students tend to “play” rather than learn.

ISD #623 Technology Purchase Request Form

To request the purchase of technology equipment or software, please complete a technology request. A budget code will need to be provided for all building level technology hardware requests.

Technology purchases have both building and district implications. A purchase process has been developed to assure necessary district and building staff are involved. The steps of the process can be found online at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>.

Today's date: Requested by: Email

address: Item requested: Targeted

audience: Curriculum connection:

How do you see this item being

used? Other comments:

To be filled in by the Technology Department Vendor: Model #: Price: Quantity:
Platform:

PrePurchase Instructional Software Evaluation

Names and Schools of Reviewers:

Write in this Text Box

Today's Date:	Write in this Text Box
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Title of Software:	Write in this Text Box
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Publisher:	Write in this Text Box
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Version:	Write in this Text Box
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In what curricular context this could be software be used and with what gradelevels?

Write in this Text Box

How does this software match best instructional practices for learning and teaching with technology?* Please check all that apply:

Check all that apply:

- Requires student to supply his or her own:
Data Design Ideas Images
- Requires students to:
Analyze Evaluate Synthesize
- Extends student's thinking as an information organization tool.
- Helps student create a new, personal product.
- Places student in charge, rather than the computer program.
- Amplifies student's abilities/possibilities, i.e. calculators, editing in word processing, or making out-of-school learning connections via the Internet.
- Provides new forms of activities not available without technology, i.e. GPS.
- Does not use game-like style that encourages student to "play" rather than create/think.
- Is culturally appropriate
- Is gender fair.

References

Filipiak, Marsha. "Transforming Instruction with Technology Integration." ISD #623 Instructional Media/Technology. 31 Mar 2005. Roseville Area Schools. 10 Jun. 2005 <<http://www.isd623.org/edc/ps/it/>>.
Johnson, Doug. "What's the Best Use for a Computer in School?" 9 Dec 1999. 10 Jun 2005 <<http://www.dougjohnson.com/dougwri/best.use.html>>.
"Researchbased Educational Best Practices: Implications for Information and Technology Skills." ISD #623 Instructional Media/Technology. 1 Sep 2004. Media/Technology Curriculum Committee. 10 Jun. 2005 <<http://www.isd623.org/edc/ps/it/bestpractices.pdf>>.

Roseville Area Schools Standard Software

Standard software is that which has been purposefully chosen for use throughout the district by curriculum, technology services, instructional media services, or by a particular team/department in the district such as Special Education or custodial staff. Support and training is provided for this software.

There is a district procedure for acquisition and use of software; the *Technology Purchase Process* is online at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>). The following chart outlines current standards...

Category	Macintosh	PC	Purchaser
Operating System	OS X	Windows 2000 Windows XP	District
Productivity Pkg. & Word Processor	Office 2010	Office 2010	District
Database	FileMaker Pro 10	FileMaker Pro 10 Access	District
Spreadsheet	MS Excel	MS Excel	District
Concept Webbing (Visual Thinking)	Inspiration Kidspiration	Inspiration Kidspiration	District
E-Mail	Webmail Outlook	Outlook	District
Meeting/Scheduling	Webmail Outlook	Outlook	DistrictAdmin / BuildingOther Staff
Web Browser	Safari, Firefox	Internet Explorer Firefox	District
Multimedia	KidPix, Power Point, iMovie	KidPix, PowerPoint	Building
Smartboard	Notebook v10	Notebook v10	District
Web Publishing	Contribute (for webmasters) SchoolCenter (for teachers, building programs)	Contribute (for webmasters) SchoolCenter (for teachers, building programs)	District or Building
Image Editing	Photoshop, iPhoto	Photoshop	Building
Desktop Publishing	Indesign	Indesign	Building
Page Layout	Print Shop	Print Shop	Building

Category	Macintosh	PC	Purchaser
Gradebook	Genesis Gradebook (Secondary)	Genesis Gradebook (for Secondary)	Building
Student Performance Reporting via Internet	SchoolCenter with Making the Grade (Secondary)	SchoolCenter with Making the Grade (Secondary)	District
Library Media Circ/Cat	Follett	Follett	District
Online Reference Tools	World Book Online eLibrary (secondary)	World Book Online eLibrary (secondary)	District
Desktop Security	OS X	Windows	District
Lunch System	NA	PCS foodservice	District
Student System	Genesis	Genesis	District
Financial	Skyward	Skyward	District

Nonstandard Software

Software is considered “nonstandard” if it has been chosen by an individual or is needed by only a small group of people to meet their work, teaching or learning needs. Individual users of “non-standard” software will generally need to be responsible for their own support and training. It is recommended that the acquisition and use of this software also follow the district *Technology Purchase Process* (mentioned previously).

Nonstandard software must be discussed with district technology support staff to determine any possible system conflicts. In addition, the software should have its own packaging and license information onsite with copyright guidelines respected.

Nonstandard software includes titles such as...

- TypeStyler
- CalendarMaker
- Illustrator

Webbased curriculum software i.e. Study Island

ROSEVILLE AREA SCHOOLS
Independent School District No. 623

Policy 400 – Acceptable Use

1.0 PURPOSE

This policy is to set forth rules and guidelines for acceptable use of and access to the District computer systems and the Internet.

2.0 RATIONALE

In an effort to promote quality educational resources, computers and Internet access are available in ISD #623. Users are expected to use technology resources to further educational goals. To use these resources in a responsible and effective manner, the Board of Education directs the Superintendent to establish and promulgate appropriate rules and procedures to assure that technology users understand acceptable use.

3.0 USE OF THE SYSTEM IS A PRIVILEGE

3.1 The use and access to the School District computer systems and Internet is a privilege, not a right.

3.2 Use of the district computer system and Internet access shall be consistent with the mission, core values and instructional program of the School District.

4.0 NO EXPECTATION OF PRIVACY

4.1 The School District may inspect, copy, store or remove any information or files created, stored, processed or communicated by or through its computers and networks without further notice to users.

Legal References: Federal Law - 17 U.S.C. 101 *et. seq.* Copyrights
15 U.S.C. 6501*et. seq.* Copyrights
47 U. S. C. 254 Children's Internet Protection Act (CIPA) of 2000
47 C.F. R. 54.520 FCC Rules Implementing CIPA
Minnesota Statutes 125B.15 – 125B.25
Minnesota Statutes Chapter 13

Adopted: 05/14/02
Revised: 02/08/05

Roseville Area Schools Technology Acceptable Use Procedures (AUP) for Students

- 1 I understand many important educational resources are accessed using school technology.
- 2 I will use technology in schools *for educational purposes only*. The school has a right to monitor my use of school technology.
- 3 I will use respectful language and behavior while using school technology.
- 4 I will be mindful of school resources by printing only what is absolutely necessary.
- 5 I will not give out personal information about myself or anyone else while using school technology.
- 6 I will not look at, download, or communicate any material that is obscene, vulgar, sexually explicit or offensive in terms of race, ethnicity, sex, or religion. I will tell a teacher if I come across any information that is inappropriate or makes me feel uncomfortable.
- 7 I will never access, remove, change or harm another person's files.
- 8 I will not use another person's login or password.
- 9 I will follow all laws and school rules when I use school technology.

11. I will use the Internet at school only with permission from a present, supervising adult.

12. I will be respectful of and responsible for all school technology I use, leaving it in good working order, organized and ready for the next person.



Student: I have read and understand the AUP. I understand that violation of these guidelines is unethical and disciplinary action will be taken if I do not follow them. I will ask my teacher any questions I have about acceptable use.

Student's Name _____ Date _____

Parents/Guardians may contact the school if they wish to restrict their student's Internet access.

Translations of this document will be posted on the district web site at <http://www.isd623.org/edc/media/mediatechpolicies.cfm>.

DISTRICT 623 GUIDELINES FOR ENGAGING IN ONLINE SOCIAL MEDIA

Definitions

Personal Online Social Media Sites: Any web-based content that includes personal items (photos, videos, opinions, other) intended for personal enjoyment and that are not intended to support the work and/or professional responsibilities of a school district employee.

Professional/Official Online Social Media Sites: Any web-based content that includes information that supports the work and/or professional responsibilities of a school district employee.

Develop personal and professional boundaries for friends when using online media.

Familiarize yourself with your profile's security and privacy settings and review them regularly. Depending on how your settings are established, you could be opening your content to everyone, including people you do not know. Your privacy and that of your family is at risk.

Remember that people classified as friends on Facebook and similar social networking sites may have the ability to download and share your information with others. Information temporarily posted about you can be maintained permanently by someone else. Pictures and content from your personal site is easily captured and shared with others. Exercise caution when choosing to be friends with students of District 623 or their parents on your personal online social media site. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty.

It is recommended that you limit professional friendships to professional online social media sites that are kept separate from your personal content.

In general, if your connection is due to your role as an employee of the district (rather than as a relative or family friend) it is recommended that you maintain a professional relationship and decline the online friendship on your personal site.

If you are uncertain of the language to use when declining the "friend" request of a student or parent, consider the following suggestion for a response:

Thank you for your friend request. I have a routine practice of only sharing information with students or parents through my professional email and web resources. If you feel your request is directly related to my professional responsibilities, feel free to use my school email or professional web resources to contact me.

District employees are held to a higher standard of conduct than the general public

Safety comes first

If you learn of information on a social networking site that suggests a student is being abused or neglected, you may have a duty to report as a mandated reporter. When in doubt, talk with your supervisor if you become aware of information on a social networking site that suggests a student may be in harm's way, whether due to their own actions or the actions of another. The same care and consideration you show for students in a school setting should be shown online.

Don't share private data

Most information on students (and their parents) is classified as private data under state and federal law and cannot be released without written permission. Employees should also use caution before posting pictures or information about colleagues.

Remember copyright requirements

If you are responsible for an official school or district online social media site, you must respect copyright requirements. If you are including content on the site that is not your own, copyright laws and policy apply. Be sensitive about links, as it may imply an endorsement of the linked content.

Use professional judgment and etiquette

- Only post content that you would be comfortable sharing with the entire community on Professional Online Social Media sites.
- Imagine that your students, their parents, or your supervisor may visit your site.
- Consider whether your content would support your personal values and the values of the school district if shared on the front page of a newspaper.
- In general, if you're about to publish something that makes you even the slightest bit uncomfortable, this may be a good indicator to refrain from posting.



Perception can become reality. In online networks, the lines between public and private, personal and professional can be ambiguous. Your postings may create unintended perceptions about yourself and the district. Ask yourself:

- Are your postings honest, fair, and appropriate?
- Are they expressed respectfully and in good taste?

Remember that district employees are held to a higher standard of conduct than the general public. The district can't list all the ways conduct can fall short of that standard, but it believes in its staff to act appropriately and use common sense.

Remain objective when confronted with a difference of opinion in an online discussion. Engaging in online debates can be challenging because the face-to-face human interaction is not present. People are sometimes more likely to write something questionable because they do not have to feel or see the emotion it has created for the person receiving the content.

Don't allow your online activities to interfere with your work duties. Remember that district technologies are provided for business use. Personal use of online social media during district time or on district equipment should not occur except as permitted by the district's acceptable use policy (<http://isd623.org/edc/media/documents/CTAU-AUPPolicy.pdf>).