

Social Media 101

Tori Stofferson
Director of Communications
Kearney Public Schools


Social Media 101

Research
Analyze/Action Plan
Communicate
Evaluate



Social Media 101


- ▶ Which social media platform do you select?
- ▶ Survey parents
- ▶ What are other schools doing?
- ▶ Answer hesitations from administrators



Research - Action Plan - Communicate - Evaluate

Social Media 101

- ▶ Who is in charge?
- ▶ Who monitors posts?
- ▶ What messages do you share?
- ▶ What board policies are needed?
- ▶ What procedures are needed for setting up accounts?
- ▶ What guidelines for use are needed?



Research - Action Plan - Communicate - Evaluate

Social Media 101

- ▶ Facebook/Twitter
- ▶ District FAN Page
- ▶ School FAN Page
- ▶ Optional Teacher GROUP Pages
- ▶ Optional GROUP Sports/Activity Pages



Research - Action Plan - Communicate - Evaluate

Social Media 101

- ▶ Set up accounts
- ▶ Link Facebook/Twitter
- ▶ Train users
- ▶ Begin monitoring
- ▶ Publicize Pages




Research - Action Plan - Communicate - Evaluate

Social Media 101

Setting up a FAN page

1. Set up social Media email account (kpssocialmedia@gmail.com)
2. Set up an account for your district (Kearn Dist)
3. Under that account, set up District/school FAN Pages
4. Set up administrators of the accounts (using their professional accounts)

Research - **Action Plan** - Communicate - Evaluate




Social Media 101

Marketing your Page

#hashtags or facebook address

- ▶ Email
- ▶ Articles in local paper
- ▶ Flyer at Kindergarten roundup
- ▶ Webpage
- ▶ Publications
- ▶ Yard Signs
- ▶ Sidewalk chalk- first day of school
- ▶ Postcards sent home with students/Mailed
- ▶ Staff e-newsletter
- ▶ School newsletters

Research - Action Plan - **Communicate** - Evaluate





Social Media 101

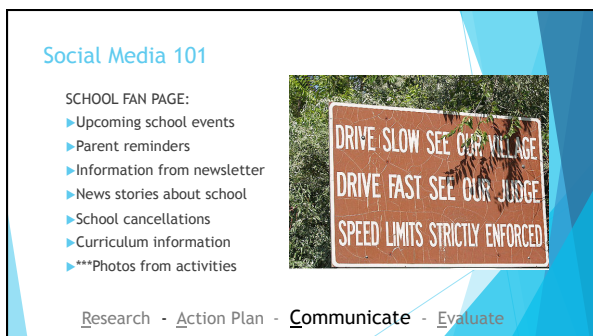
DISTRICT FAN PAGE:

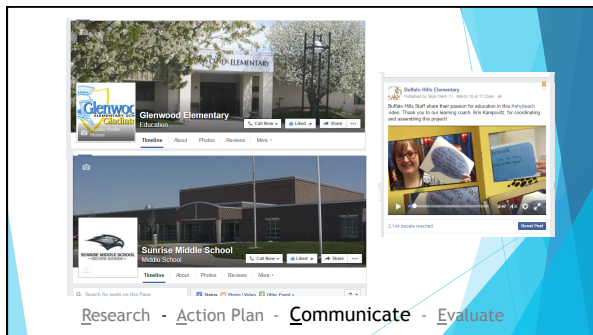
- ▶ Press releases
- ▶ Marketing campaigns
- ▶ School board information
- ▶ Upcoming events for the district
- ▶ Update on any issues (boundary changes or bond issue)
- ▶ Sports scores/updates
- ▶ School closings
- ▶ Photos taken at events

Research - Action Plan - **Communicate** - Evaluate







Social Media 101

TEACHER GROUP PAGE:

- ▶ Classroom lessons
- ▶ Classroom activities
- ▶ Photos photo photos
- ▶ Test reminders


CLUBS/ORGANIZATIONS/SPORTS GROUP PAGES

- ▶ Fan or Group Page depends on the organization and reason for the page.


Research - Action Plan - Communicate - Evaluate



POSTS YOU MIGHT SEE



Kim's Class added 3 new photos.
April 7 at 9:55am · 46
We loved using the mobile lab!




Brooke Lybarger with Kim A Lee
April 6 at 1:49pm · Rosemary, NC, United States
At the end of our farm week we painted mud on pigs and got to see & touch real baby chicks!

Research - Action Plan - Communicate - Evaluate

Social Media 101 Evaluate

- ▶ Look at the numbers/Insights
- ▶ Survey your parents/students



Research - Action Plan - Communicate - Evaluate

Questions

Tori Stofferson
kps@kearneycats.com
308.698.8028

Kearney Public Schools Social Media Policy Recommendations

Kearney Public Schools recognizes the role of technology in the educational, professional, and personal lives of individuals. Kearney Public Schools supports the open and free expression members of our community participate in through social media. We believe technology and social media can be useful tools to aid in the communication and interaction between students, faculty, and parents. The purpose of this Social Media Policy is to recognize a standard to which district members will be held accountable. It is important to remember that what is posted on the internet will be viewed and archived permanently online even after a post is deleted. By accessing, creating, or contributing to any form of social media, you agree to abide by these guidelines. District employees are prohibited from inappropriate technological communication including but not limited to texting, online socializing or social networking (including but not limited to Facebook, Twitter, and MySpace), internet use, e-mail, blogging, or any other electronic communication that violates the law, district policies, or the Regulations and Standards for Professional Practices Criteria, commonly known as Rule 27 of the Nebraska Department of Education ("Rule 27").

WHAT CONSTITUTES SOCIAL MEDIA

Social media within the Kearney Public Schools Social Media Policy refers to online content the user creates and shares through sites and applications such as but not limited to Twitter, Facebook, Instagram, Snapchat, YouTube, Flickr, personal websites, blogs, wikis, etc.

USING SOCIAL MEDIA

What an employee of the district posts on social media not only represents the individual, but the entire district as well.

Anything that could harm the reputation of Kearney Public Schools or interferes with our mission must not be posted.

All existing Kearney Public Schools Policies and Codes of Conduct applicable to school personnel extend to school related activities in social media.

Personnel conduct online shall be carried out consistently with the standards applied while on school premises

Fraternalization, including but not limited to, stalking, sexual harassment, and other objectively inappropriate behavior enabled by a position of authority, via the internet, instant messaging, text messaging or otherwise between school personnel and students (whether by mobile telephone, computer or other communication medium) is prohibited

Access to social networking websites for personal use during school hours, including professional meetings outside of typical school hours, shall be reserved for school personnel authorized breaks or unassigned periods only and shall not be accessed during regular work hours, including classroom instruction time

"Friending" or "following" students or the like on other platforms. Kearney Public Schools understands that the Kearney community is close-knit with many staff members having close familial/friend relationships with students and their families. However, we urge staff and faculty to use their best judgment in who they invite into their personal social networking community.

Represent yourself and your school district positively and with pride.

Do not post:

- Confidential school district information such as but not limited to student personal records, faculty, staff, and volunteer records, trade secrets, etc.
- Negative and incorrect rumors about the school district, Kearney, and surrounding communities
- Provocative photographs or pornography or sexually explicit messages
- Abuse or use of alcohol or drugs
- Discriminatory messages in regards to race, gender, sexual orientation, religion, national origin, age, ability, etc.
- School mascots, symbols, logos, or other district trademarks in non-school related communications.
- Employment title or include any reference to the employee's affiliation with the school district unless the communication is school related and in compliance with the law, district policies, or Rule 27.

PROFESSIONAL GUIDELINES

We encourage Kearney Public Schools faculty and staff to use the following guidelines when contributing to social media professionally or personally:

Be Transparent

- Be honest in your identity and provide up-to-date and accurate information. Kearney Public Schools does not recommend sharing phone numbers and addresses on social media.
- Be honest and show pride in where you work. In discussing public matters, be sure you identify yourself as a Kearney Public Schools employee and represent yourself as such.

Show Respect

- Kearney Public Schools encourages employees to post and share about personal experiences, expertise, and respectful opinions. Although people may have different beliefs and may disagree, it is still important to respect the diverse opinions of others.
- Do not acknowledge disrespectful commenters. In responding to criticism, Kearney Public Schools recommends privately discussing the matter with the commenter.

Follow Copyright and Fair Use Guidelines

- As plagiarism is not tolerated in the classroom, plagiarism is also not tolerated online. Hyperlinking to outside sources is recommended. All outside sources must also comply with the Kearney Public Schools Social Media Policy.
- When breaking Copyright and Fair Use guidelines, the offender may be held liable.

Using Social Media as a Communication Tool

- When using social media as a classroom tool, classroom guidelines must apply. If it is inappropriate for the classroom, it is inappropriate for social media.
- Teachers who choose to use social media as a classroom or communication tool must do so without giving students access to their personal accounts. Many sites allow you to create "groups" where students and a teacher may be members of while not being "friends".
- If using social media for class announcements, Kearney Public Schools recommends creating a staff account separate from a personal account in which students may "follow". No personal information may be given here.

FREEDOM OF SPEECH

No portion of this policy is intended to limit an employee's freedom of speech as a citizen, prohibit an employee from communicating with students about extracurricular organizations or activities for which the employee is a coach or supervisor so long as the employee's communication is appropriate and follows all state and national laws and district Codes of Conduct, or regulate any communication that is unrelated to the employee's position of employment with the school district. Violation of this policy may result in disciplinary action.

<http://www.mpsra.org/files/Papillon-LaVista20Social20Media20Guidelines.pdf>

<http://aurorahighsides.us/files/2012/08/4049-Use-of-Social-Media-by-School-District-Employees.pdf>

http://www.lincolnton.org/files/uploads/docs/School_Committee/updated_policy/CBAC20Social20Media20Policy320Personnel.pdf

<http://www.kips.org/about-kips/policies/section-6000-personnel/6252-staff-use-of-social-media-by-school-district-employees.html>

http://mps.schoolfusion.us/modules/groups/homepagefiles/cms/750516/File/Board20Policies/Technology/7300_sessionid=677ca06ccaa300c8b5837674f2a33

Kearney Public Schools Social Media Guidelines

Facebook and other social media sites are powerful communication and education tools for today's society. The following guidelines have been established to provide all employees direction on the appropriate use of social media. Beginning with the 2012-13 school year all of the above guidelines must be followed. If you currently have a page established for work purposes, please be sure that it meets the criteria below.

Personal Use of Facebook and Twitter

KPS employees are encouraged to keep their personal lives personal even in the digital world where personal and professional can become blurred. District procedure discourages employees from "friending" students on their personal Facebook account. Procedures also discourage "friending" parents of students. If you have a personal Facebook account, the following response is recommended when denying such requests.

Sentence for staff to respond to "friend" requests on their personal Facebook page:

If you are a student or parent requesting to be my "friend" on Facebook, please do not be surprised or offended if I ignore your request. As an employee of the KPS School District, our policy discourages me from "friending" students or parents on my personal Facebook page. I would encourage you to friend our school and the Kearney Public Schools District or school Facebook page.

Professional Use of Facebook and other Social Media Sites

When using Facebook or other social media as a part of your official duties as an employee or representative of the KPS School District, the following guidelines should be followed:

► Before using Facebook or other social media sites for school purposes, contact your school administrator.

► A designated school administrator must be added as an administrator to any page created.

► When building a page you must identify the page in the page description area as an official classroom or organization of the "Kearney Public School District".

► KPS Facebook Rules of Engagement must be posted on any page associated with the District, a school in the District or the official duties of any staff member.

► The KPS reserves the right to remove any Facebook page that does not follow the rules of engagement.

► The personal security for the individual establishing the page should be set so students and parents cannot view personal information about the employee. For example: set all security "for friends only"

► You may use official school logos to identify your page.

► The creator of the page is responsible for monitoring content on the page and deleting any posts that violate the rules of engagement.

► District personnel will not support individual school pages.

KPS FACEBOOK RULES OF ENGAGEMENT

The goal on Facebook is to share important information about the District, our students, and our schools with the public and to engage in an open and respectful dialogue. To help us accomplish this goal we ask that you abide by the following rules:

► Our Facebook page is a place where we want you to feel comfortable sharing your views about our schools and activities. Please respect the KPS guidelines below when commenting on this page:

► Use appropriate comments. Please make sure your comments are appropriate for an educational environment and fans of all ages. Comments directly relate to our school district are welcome.

► This page is not intended for sharing personal issues and concerns. Comments regarding a personal issue with the District, a school or staff member will be removed.

► Fans should not expect responses to every question or comment posted on this page.

► Be respectful. Personal attacks or comments that are deemed offensive to any member of our community will not be tolerated.

► Inappropriate remarks and profanity will be removed.

► Be factual. Blatantly inaccurate information will not be allowed. False information will be replaced with factual information.

► Advertising or political issues will be removed.

► Please note that any abuse of the above guidelines can lead to removal of the posting and/or the blocking/removal from our Facebook page.

► Employees of KPS may have personal Facebook pages. Don't be surprised or offended if your request to "friend" them is ignored. District policy encourages staff to keep their personal lives personal.
