

Social Media for Teachers / Coaches

In order to meet the growing needs of our 21st century learners, the San Dieguito Union High School District recognizes the need to incorporate Social Media into the curriculum. Social Media is a term that describes Internet-based technology communication tools with a focus on interactivity, user participation and information sharing in multiple ways. Social Media refers to venues such as Blogs, Video/Photo posting sites, social networks, forums and online customer support chat sites. Some typical Social Media sites include, Facebook, Twitter, LinkedIn, Blogs, YouTube and Flickr.

Staff and students are encouraged to participate in the use of Social Media. Except for the purposes of reviewing curricular and extra-curricular information shared on social media sites, District staff does not regularly monitor postings made by students. Parents and students are responsible for all content shared. The use of Social Media shall be governed by the district's Acceptable Use Policy as stated in 4112.7 and 4112.7/AR-1). To ensure proper use of the system, the Superintendent or designee may monitor the District's use of Social Media at any time without advance notice or consent. If passwords are used, they must be known to the Superintendent or designee so that he/she may have system access.

Social Media Guidelines for Staff

- **Be transparent.** You must identify yourself with your real name and state you are a member of the San Dieguito Union High School District on every site you create for use in your classroom, sports team, extra curricular activity or any other district business. Interaction with students is only permitted within district sites. If you have a personal Social Media site, you should ensure there is a clear distinction between your district site and your personal site. Having a conversation in a personal Social Media site (Facebook, MySpace etc.) with any SDUHSD student is not allowed.
- **Be judicious.** Make sure that you are not sharing confidential information concerning San Dieguito Union High School District, its staff, students or parents.
- **Perception is reality.** By identifying yourself as a SDUHSD staff member or student, you are creating perceptions about your expertise and about the district. Be sure that all content associated with you is consistent with your work and with the district's professional standards.
- **Your responsibility:** What you write is ultimately your responsibility. Participation in Social Media on behalf of the San Dieguito Union High School District is not a right but an opportunity. Ultimately, what you publish is yours and so is the responsibility. Please treat it seriously and with respect.



Social Media for Students

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Social Media Guidelines for Students

- **Be transparent.** Your honesty, or dishonesty, will be quickly noticed in the social media environment. Identify yourself by using your real name and as a member of the San Dieguito Union High School District.
- **Be judicious.** Make sure that you are not sharing confidential information concerning San Dieguito Union High School District, its staff, students or parents.
- **Write what you know.** Ensure that you write and post about your area of expertise. If you are unfamiliar with a subject matter, do the research before commenting.
- **Perception is reality.** In online social networks, the lines between public and private, personal and professional can be blurred. Just by identifying yourself as a SDUHSD staff member or student, you are creating perceptions about your expertise and about the district. Be sure that all content associated with you is consistent with your work and with the district's professional standards.
- **It's a conversation.** Talk to readers like you would talk to real people in professional situations. Do not be afraid to bring in your own personality and say what is on your mind. Encourage comments from your audience.
- **Add content.** Content is king and there is no shortage of it on the web. The only way to make content stand out is to write about topics that people will value.
- **Are you adding value?** There are millions of words out there. Write things that people will value. Social communication should help our staff and students. It should be thought-provoking and build a sense of community within the learning environment.
- **Your responsibility:** What you write is ultimately your responsibility. Participation in social media on behalf of the San Dieguito Union High School District is not a right but an opportunity, so please treat it seriously and with respect. Be careful and considerate when dealing with others.

- **Take responsibility.** If you make a mistake, admit it. Be upfront and make your correction quickly.
- **Press pause.** If you are about to publish something that makes you even the slightest bit uncomfortable, then don't. Take a break and come back to it later. Ultimately, what you publish is yours and so is the responsibility.

Mobile Device Policy

The San Dieguito Union High School District is committed to building and supporting 21st century learning environments. The district recognized the need and embraces the appropriate use of technology at school.

Mobile devices such as Smart Phones, Laptops, Netbooks, Tablets and other similar devices may be used at school to support learning. The use of this technology is at the discretion and supervision of each classroom teacher. The San Dieguito Union High School District is not responsible for lost or stolen items at school.

Mobile devices including Smart Phones are allowed at school. Unless directed otherwise by your teacher, all devices should be turned off and put away during class/instructional time. Cell phone usage in the classroom is strictly guided by individual teachers in their respective classes for instructional use only.