**Social Media Policy: DRAFT**

J. LaMaster 11/17/2009

These points are for consideration when interacting with students in Social Media environments. It is the goal of Brebeuf IT to encourage and enhance use of 21st Century learning tools. However, the professional relationship between student and teacher (staff, coach or other adult under contract with the school) must be maintained at all times. Individual adults are encouraged to reflect and discern the use of these tools in light of the educational, spiritual and personal growth value of social media.

Social Media is defined as any electronic tool that allows for social, interactive, and connective learning allowing for but not limited to:

* Video and Photo sharing (YouTube, SlideShare, Flickr)
* Social Networking (Facebook, Ning, MySpace)
* Blog, Wiki, Micro-Blog, Podcasting
* Instant Messaging
* Texting
* Web Conferencing (ConnectNow, DimDim)

When using social media to interact with students, Brebeuf Jesuit will expect:

1. Official academic information to be maintained on Edline and GradeQuick Web. Students should not be “forced” to or gain undue academic or other advantage from interacting with an adult on a public social network.
2. Class blogs, wikis, podcasts or other electronic tools to be monitored by the adult sponsoring the activity for proper online etiquette including (but not limited to) absence of cyberbullying, appropriate language and image use, adherence to academic purpose and US copyright laws.
3. Parent notification should be given regarding student use of technology tools if posting s of student-created content or likenesses will be publicly available or if students will be given school-required access to an online communication tool that could be used for non-academic purposes.
4. Contact via social networking tools be initiated by the student. No adult should actively solicit “friends” from the student population. All student “friend” requests should be accepted or all should be declined.
5. Faculty and staff should exercise good judgment when communicating with students in informal environments. Including (but not limited to) use of appropriate language and visual images, modeling proper online behavior, refraining from discussing official school business. Special care should be taken with personal account privacy settings.
6. All communication to be transparent and truthful. If an adult makes the choice to accept student relationships on public social networks, the adult is also giving consent for school administrators to view unfiltered passive and active interactions with those students by school administrators upon request.
7. Consider your audience. Power relationships between adults and minors will bekept in mind. All adults are expected to exercise extreme caution with power balance whether real or perceived.
8. Use of public social networks for formal or informal school business through “Offical” team or academic accounts will be the responsibility of the adult in charge of that team, class, or organization. All use of these networks will be strictly limited to appropriate, and relevant communications for that team or activity.

Brebeuf IT Department and the Assistant Principal for Academics reserve the right to request viewing any social media involving students and Brebeuf employees.