MORNING RECESS

Added experience. Added clarity. Added value.
TOPICS

• Social Media Tools for Classroom Instruction
• Social Media Tools for Communication
• Legal Responsibilities
• Recommendations for Board Policy & Procedures
Classroom Instruction - Purpose

• Instructional purpose(s)
  – Enhanced communication options
  – Breadth and speed of communication
  – Demonstrating responsible use
  – Differentiated instruction
  – Student engagement/focus
  – Authentic audience
  – Cooperative/group learning
Classroom Instruction - Teachers

• Terms and conditions of use
  – Entering into a contract. Use may constitute acceptance
  – License to use data, and share with 3rd parties, which survives termination
  – Unilateral right to terminate
  – Right to continue to access data upon termination
  – Waiver of liability of site
  – Waiver of right to bring action against site
  – Right to unilaterally change terms
Terms (cont.)

- Site has the right to monitor content and activity
- Purchaser assumes rights and ownership of data
- Law of host country applies
- Apps: provider has access to contact list and device activity
- Device identifier and geo tagging will be installed
- Analytics will be used for tracking
- Online behavioural advertising
Classroom Instruction – Privacy & Capacity

• Privacy Policy
  – collection, use and disclosure of personal information

• Capacity to support devices
  – bandwidth demand (especially at peak times),
  – safe storage options when devices not in use,
  – repair &/or replacement
Classroom Instruction – Consent?

- Parents/guardians
  - Should parents consent/ notification be required?
    - Informed consent from parents
    - Responding to refusals to consent
    - Responding to withdrawal of consent

- Copyright
  - Ensuring students understand copyright and moral rights
Communication Outside of Classroom

• Purposes
  – Employment related
  – Communicating with students
    • Classwork, information news and events,
  – Communicating with parents
    • Timelines, information to support students
  – Communicating with community
    • Notice of events and activities
Off Duty Conduct

- Off-Duty Conduct can be Subject to Discipline
Guidance for Communications

- **The Ethical Standards for the Teaching Profession**
- **The Standards of Practice for the Teaching Profession**
- **Professional Advisory: Professional Misconduct Related to Sexual Abuse & Sexual Misconduct**
- **Professional Advisory: Use of Electronic Communication & Social Media**
• One persona or two?
  – Personal account and school board account?
  – Privacy settings?
  – Personal information
  – Model responsible use
  – Avoid private communication
  – Supervision
Teacher Discipline

• OSSTF and SCDSB Grievance of A.B., September 26, 2013
  – AB’s Off-Duty Posting on his Facebook Page:

  “We’ve failed yet again. I’m ashamed that this happens in Ontario schools. It’s difficult enough being an openly gay high school teacher in a small community. I can’t imagine being an LGBQT student. I strive every day not [to] be part of the problem. From this day forward I will be part of the solution. To the homophobic Principal who told me that she didn’t think a gay teacher should be part of the GSA – we need real leaders, not sheep.”
Teacher Discipline

- YRDSB teacher recently in media for Twitter comments
  - Several accounts
  - Students informed school
  - Investigated
  - Allegedly terminated for communication
Policy Recommendations

• Social media policy / procedure
  – instructional and/or communication tool
  – Board accounts? Single persona?

• BYOD policy/procedure

• Responsible Use Agreement

• Record Retention and Security

• Privacy Breach Guideline
Policy Recommendations

• Approved social media tools?
  – Review of Terms and conditions of use
  – Privacy policy

• Notice or consent

• Supervision and monitoring
  – Searches
  – Seizure
  – Legal action
Board will not be responsible for:

- Repairing or replacing devices
- Connectivity/compatibility problems
- Loss or theft
- Licenses for software and apps secured by student without permission