

Come Back Butte Charter
SOCIAL MEDIA USE GUIDELINES FOR STUDENTS AND PARENTS

The Butte County Office of Education (BCOE) recognizes the importance of Internet social media outlets as a tool to communicate and share information. BCOE also recognizes that social media is an increasingly important way of connecting individuals to information. BCOE is committed to supporting staff and students in interacting knowledgeably and responsibly via social media platforms.

Official district social media platforms shall be used only for their stated purposes and in a manner consistent with this policy and administrative regulation. By creating these official sites and allowing for public comment, the Board does not intend to create a limited public forum or otherwise guarantee an individual's right to free speech.

The Superintendent or Principal shall ensure that the limited purpose of the official district social media platforms is clearly communicated to users. Each site shall contain a statement that specifies the site's purposes along with a statement that users are expected to use the site only for those purposes. Each site shall also contain a statement that users are personally responsible for the content of their posts. Official district social media platforms may not contain content that is obscene, libelous, or so incites students as to create a clear and present danger of the commission of unlawful acts on school premises, violation of school rules, or substantial disruption of the school's orderly operation.

The following Come Back Butte Charter School social media use guidelines and expectations, with approval from the Butte County Office of Education, are provided to assist students, and parents at Come Back Butte Charter School in making appropriate decisions about work or school related posting/commenting and in responding to comments from others either publicly or via e-mail.

Student Guidelines

Due to the wealth of new social media tools available to students, student products and documents have the potential to reach audiences far beyond the classroom. This translates into a greater level of responsibility and accountability for everyone. Below are guidelines students in Come Back Butte Charter School should adhere to when using Web tools in the classroom or in any way related to classroom or School activities. Also, understand that as a Come Back Butte Charter student you represent the School even when you are not posting to social media during class time, and you should follow these guidelines anytime you post material that could identify you or your relationship to the School.

Students should adhere to the following guidelines:

1. Be aware of what you post online. Social media venues are very public. What you contribute leaves a digital footprint for all to see. Do not post anything you would not want friends, enemies, parents, teachers, or a future employer to see.
2. Follow Come Back Butte Charter School's code of conduct when writing online. It is acceptable to disagree with someone else's opinions, however, do it in a respectful way. Make sure that criticism is constructive and not hurtful. What is inappropriate in the classroom is inappropriate online.
3. Be safe online. Never give out personal information, including, but not limited to, last names, phone numbers, addresses, exact birthdates, and pictures. Do not share your password with anyone.
4. Linking to other websites to support your thoughts and ideas is recommended. However, be sure to read the entire article prior to linking to ensure that all information is appropriate for a school setting.
5. Do your own work! Do not use other people's intellectual property without their permission. Be aware that it is a violation of copyright law to copy and paste other's thoughts. It is good practice to hyperlink to your sources.
6. Be aware that pictures, videos, songs, and audio clips may also be protected under copyright laws. Verify you have permission to use the images, videos, songs or other clips.
7. How you represent yourself online is an extension of yourself. Do not misrepresent yourself by using someone else's identity.
8. Posts should be well written. Follow writing conventions including proper grammar, capitalization, and punctuation.
9. If you run across inappropriate material that makes you feel uncomfortable, that is issuing a threat to you or another person, or is not respectful, tell your teacher or any available staff member right away.
10. Students who do not abide by these terms and conditions may lose their opportunity to participate and/or continue to have access to future use of online tools.
11. Posting inappropriate threatening, harassing, racist, biased, derogatory, disparaging or bullying comments toward or about **any** student, parent, Come Back Butte Charter teacher or staff member, or associated person on any website is prohibited and may be subject to discipline.

Parent Guidelines

Classroom blogs and other social media are powerful tools that open up communication between students, parents, and teachers. This kind of communication and collaboration can have a huge impact on learning. Come Back Butte Charter School encourages parents to participate in such projects when appropriate, but requests that parents act responsibly and respectfully at all times, understanding that their conduct not only reflects on the school community, but will be a model for our students as well.

Parents should adhere to the following guidelines:

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1. Parents should expect communication from teachers prior to their child's involvement in any project using online social media applications, i.e., blogs, wikis, podcasts, discussion forums, etc.
2. Parents will be asked to sign a release form for students when teachers set up social media activities for classroom use.
3. Parents will not attempt to destroy or harm any information online.
4. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
5. Parents are highly encouraged to read and/or participate in social media projects.
6. Parents should not distribute any information that might be deemed personal about other students participating in the social media project.
7. Parents should not upload or include any information that does not also meet the student guidelines above.
8. Posting inappropriate threatening, harassing, racist, biased, derogatory, disparaging or bullying comments toward or about **any** student, parent, Come Back Butte Charter teacher or staff member, or associated person on any website is prohibited and may be subject to discipline.

Student Identity Online and Responsible Use

Students and parents are responsible for what they post online using a BCOE e-mail address. If you post to Come Back Butte Charter School sponsored social media sites, or use your personal e-mail address that identifies you as a Come Back Butte Charter School student, all content needs to be consistent with BCOE's Employee Internet Acceptable Use Policy (SP 4040). Postings should be civil and not include information that will reflect negatively on Come Back Butte Charter School, or BCOE's programs and services. Students and parents should be mindful that what is published would potentially be archived for years. Students and parents may not provide BCOE's or another employee's or student's confidential or other proprietary information.

If school-related information is officially published to an outside website (social media comments, forum posts, etc.), student and parent contributors must include a disclaimer, such as: This posting is my own and does not necessarily represent BCOE or Come Back Butte Charter School positions, strategies, or opinions.

Students and parents may never talk about or endorse a product or service in social media in exchange for any personal gain, in-kind or monetary benefit.

Legal Liability

Students and parents should remember that they are individually legally liable for anything he/she posts online and can be disciplined for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, infringing on copyright or privacy, or that can create a hostile school environment. Students and parents can also be sued by other Come Back Butte Charter School employees, BCOE employees, or any individual or company that views commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous, copyrighted, an invasion of privacy, or creating a hostile school environment.

General Guidelines for Come Back Butte Charter Students and Parents

Consult the Come Back Butte Charter School Parent and Student Handbook. Be aware that all existing policies and behavior guidelines extend to School-related activities in the online environment as well as on School premises.

Use good judgment: Think about the type of image that you want to convey on behalf of the School when you're posting to social networks and social media sites. Remember that what you post will be viewed and archived permanently online once you hit the "publish" button. All content should be carefully reviewed for content, grammar and spelling before posting.

Provide value: Think about what you have to offer the community, whether it's thoughtful, relevant blog posts, newsy tweets, or homework help, and focus on providing that consistently. Look for opportunities on these social sites to offer recommendations or services to engage patrons and provide value to your community. Don't be an Internet "troll" by posting or passing along mass email forwards and urban legends (funny stories, videos, non-school photos and other "SPAM").

Accept responsibility: If you're wrong about something, admit it and move on. It's not the end of the world to have made a mistake, and in the long run it's better to be honest about it and apologize than to deny it or cover it up. People on the Internet are still people.

Copyright and Fair Use

1. Respect copyright and fair use guidelines. See <http://www.copyright.gov/fls/fl102.html>
2. Hyperlinking to outside sources is recommended. Be sure not to plagiarize. Give credit where it is due. If you are re-posting photos, videos, poems, music, text, artwork or other copyrightable material, take the extra step of identifying the creator of the materials to the extent reasonably possible.
3. When hyperlinking to other sites and media, be sure that the content to which you are hyperlinking is appropriate and consistent with these guidelines.
4. Be aware that photographs taken by professional photographers cannot be scanned and used on the internet without the photographer's permission – even if they are photos of you and for which you paid. Most photographers will charge a little extra for "digital rights" to photos.

Posting Photographs of Students

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1. Photo releases must be on file before any photos, student work or video may be published.
2. Students in media should never be identified by name.
3. Photos often contain information about the subject or photographer in their metadata – that content should be stripped before posting photos.

Social Bookmarking

1. Be aware that others can view the sites that you bookmark.
2. Be aware of words used to tag or describe the bookmark.
3. Be aware of URL shortening services and verify the landing site they point to before submitting a link as a bookmark.
4. Attempt to link directly to a page or resource if possible as you do not control what appears on landing pages in the future.

Threats, Malicious, & Profane Postings

1. Threats to students, parents, staff, and others are taken seriously and are subject to law enforcement intervention, including but not limited to formal threat assessments.
2. The target of online harassment can request removal of objectionable postings by reporting the abuse to the internet service provider or webmaster. Most social networking sites have the capacity to flag objectionable postings with “report abuse” button. The target should document the postings prior to their removal.
3. **Postings that contain profanity, biased comments, derogatory comments, racial slurs, lascivious remarks, disparaging comments, inappropriate web links, or inappropriate images will be documented, copied and filed, and then removed from the page to maintain the integrity of our school’s site.**