Administrative Directive   8.60.045-AD

Social Media Use and Expectations for Students

Portland Public Schools (PPS) recognizes the importance of social media as a tool to engage, collaborate, learn, and share in a modern learning environment. Protecting student safety by establishing guidelines for student online communication allows for use of social media to further the educational mission of PPS schools.

> I.   Social Media

Social media includes many types of electronic communication where user-created content is shared collaboratively in an online environment where those users share opinions, knowledge, and information with each other. Some examples of social media tools are:

- Blogs (e.g., Blogger, Wordpress, etc.)
- Photo and Video Sharing sites (e.g., Google Photos, Hangouts, Instagram, SnapChat, Vimeo, YouTube, etc.)
- Social Bookmarking sites (e.g., Pinterest, Reddit, etc.)
- Social Networking sites (e.g., Facebook, SnapChat, Twitter, LinkedIn, etc.)
- Chatrooms- online tools that groups of people use for real-time conversations via messages. (e.g., Hangouts Chat, WhatsApp, iMessage, Facebook Messenger)
- Forums- online sites to which users post comments or opinions on topics and can respond to posts. (e.g., news sites, Twitter, etc.)

District software tools such as Google Classroom, Canvas, TeacherVUE Gradebook, and Blackboard Web Community Manager also incorporate social media functionality to support collaboration and should be considered within this administrative directive.

Students and their families should read and follow Privacy and Terms of Use policies for any site they intend to use.

II.   Student Social Media Use

PPS supports the use of social media to facilitate classroom collaboration and build more successful parent, community, student, and staff engagement and recognizes that students may maintain on online social media presence outside of classroom activities. Students are expected to conduct their online activities in the following manner:

- Follow all district policies and student codes of conduct including but not limited to the Acceptable Use Policy (8.60.040-P), the Non-Discrimination/Anti-Harassment Policy (1.80.020-P), Anti-Harassment Policy (4.30.060-P), Teen Dating Violence/Domestic Violence (4.30.070-P) and the Student Rights and Responsibilities Handbook.

- Refrain from posting bullying or threatening comments about or related to anyone, illegal material, or material that violates district policies related to discrimination and harassment.

- Report inappropriate behavior on social media to a trusted adult immediately.

- Adhere to all applicable intellectual property and copyright laws when posting social media content.

- Students should not "friend", "follow", "connect", etc. with staff or employee personal social media presence. Instead, Students should interact only through the professional online presence of staff.

- The taking, disseminating, transferring, or sharing of illegal images or photographs (such as obscene or pornographic images), whether by electronic transfer or other method (such as texting, sexting, and emailing) may constitute a crime under state and/or federal law. Any person taking, disseminating,

transferring or sharing illegal images or photographs will be reported to law enforcement and/or other state or federal agencies.

- Students in violation of this policy will be subject to disciplinary action up to and including expulsion.

III. District Responsibility

PPS is not responsible for posts, material, photos, comments, or interactions posted by students on social media websites when the student is not using social media tools directly related to district activities.

PPS employees will investigate, respond to, and report incidents of student misconduct.

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