



Social Media 101

Understanding the Wild Web/st



Grab a seat...it is changing all the time.

Social media

[Social Media - A Fad or Here to Stay?](#)

What is social media?

Social media is the use of electronic and Internet tools for the purpose of **sharing** and **discussing** information and experiences with other human beings. - *Wikipedia*

It is pretty simple actually...



Social Media Examples

Facebook

Flickr

Instagram

Snapchat

Twitter

YouTube

Blogs

*Anything where you can share your content in an interactive social community.

EICS Social Media Policy

EICS Social Media Policy

- Highlights include: We follow the basic principles of *Digital Citizenship*: Respect one another and treat others with dignity.
- We need to ensure that all students, parents and staff are aware of the Division's expectations for responsible use of Social Media.
- Encourage parents and students to share with us any concerns that they may have about inappropriate use of social media.
- Basically - social media is an extension of the classroom in educational settings. What is inappropriate in the classroom - is also deemed inappropriate online.

For more information on digital citizenship, visit: www.digitalcitizenship.net

Benefits of Social Media in EICS

Provides a great space for sharing experiences - best practices - collaborating - researching and updating one's knowledge.

May increase student and parent engagement. Great tools for a variety of information: Sharing stories/facebook: Advertising open houses/school events on twitter.

Keeps staff up-to-date on news and current public policy issues concerning education.

Social media accounts - Common in EICS

Many schools have their own Facebook and Twitter accounts. These are great tools to share information in a timely fashion about school events/pictures/news about your school to parents and the community. Monitoring and administration is key.

Question: Do I have to have a Facebook or Twitter page?

Answer: Not at all - at the division level, we just have Twitter. You know the parent community the best - so whatever means to communicate with them the best is your number one choice. Before going down the social media road, remember that you will need: the resources in place to monitor, manage and post regularly on a social media page.

Question: Should we have more than one Facebook/Twitter account?

Answer: It is recommended that schools do not fragment their social media into multiple pages as it limits your audience to a specific topic - so running the risk of not having up to date content - ie: non sports season - so that people stop coming to the site.

Facebook - A Few Suggestions

Think twice before posting: Privacy doesn't exist in the world of social media: Consider what could happen if a post/picture becomes widely known and how that may reflect both on the person posting and the district.

Strive for accuracy: Make sure you have all the facts before you post - going back to post a correction or retraction later is awkward.

Be timely and responsible: Assign an administrator who can regularly monitor postings and content. Recommended minimum frequency is one-two times a week - otherwise people stop visiting it. Also, to the outside world you are representing the division when you post on a school related account - so please treat it seriously.

Monitor comments: Questions from parents etc. need to be answered if appropriate as soon as you see them - ie: when is picture day? Comments/controversial - respond politely as a post requesting to take it offline by them calling the school to speak with you directly.



Twitter - #CanBeAwesome or #OffTheRails

Twitter is a maze of information - where millions of people, organizations, and businesses use to discover and share information - all within the context of 140 characters. Twitter and the educational worlds often combine - but once again as employees we are encouraged to keep what little of a personal life we have personal in this digital world by not following students who are on twitter on their personal twitter account.

Twitter is a fantastic school tool for:

- Building community by having followers keep up to date on school events/activities and raise the profile for your school:
- Advertising events - not having to rely on paid advertising in newspapers etc.
- Early alerts - schools closed to inclement weather
- Fundraising - letting parents/community know that you are doing a Food Drive - Bottle Drive etc.,

Twitter - #Can be awesome or #OffTheRails

Helpful hints:

Managing the myriad of information: You have to find the best balance of keeping people engaged and following you - without overwhelming them with endless tweets.

Twitter is not a place to respond to questions or debate. Find a way to communicate off Twitterverse.

Getting followers: Follow others - EICS schools/trustees/Alberta Education/other school divisions etc.

Retweet other schools' events/successes and positive comments from the community.

Hashtags: Use basic themes or subjects to gain a wider audience or to build momentum for an upcoming school; ie: if you are hosting a science fair, then #schoolhandle ##sciencefair to link the two.

Four Rules of Engagement

Use Common Sense:

Grandma test: professional, simple and appropriate communication.

There Is No Delete Button:

The digital world is written in permanent ink and does not forget.

Be Real: Be open, honest and ethical - use your real account. Never get under the bridge with the trolls.

Protect and Respect: Ask yourself - is this a positive-factual addition? Do I need to take this public?



Resources for Parents on Social Media.

Media Smarts.ca

Excellent resources
- for parents and
educators alike.

Canadian eh!



Life Online

Canadian students are more connected, more mobile and more social than ever.
www.mediasmarts.ca/YCWW

ONLINE ACCESS

45% of students access the internet using a cell/smart phone
60% of boys access the internet through a gaming console

GRADE	Used Cellphone	Used Smartphone	Portable Console	Internet on Game Console	Internet on Game Console	Cell/Smart Phone	Gaming Console
4	64%	17%	56%	6%	47%	12%	46%
5	59%	19%	62%	9%	49%	21%	47%
6	59%	20%	63%	6%	55%	25%	48%
7	54%	21%	69%	7%	55%	37%	45%
8	50%	23%	73%	4%	53%	56%	41%
9	41%	23%	75%	6%	44%	68%	43%
10	39%	25%	78%	6%	38%	69%	34%
11	37%	27%	73%	6%	36%	75%	38%

One quarter of students in Grade 4, half of students in Grade 7, and 85% of students in Grade 11, own their cell phone.

Zzzzzz
39%

of students with cell phones sleep with them.



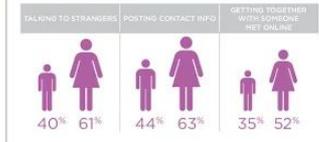
PARENTAL INVOLVEMENT

Are there rules about any of these in your house?

	2008	2011
Getting together with someone you met online	74%	44%
Sites that you are not supposed to visit	70%	48%
Talking to strangers online or on your cell phone	69%	52%

22% of Grade 4 students are "never" online at home with an adult.

RULES ABOUT...



89% of students agree with the statement "I know I can protect myself online".

Learning about online issues from parents and teachers (GRADES 4-6)

I learned about...

	FROM MY PARENTS	FROM MY TEACHERS
...how to tell if information is true	48%	40%
...how to use privacy settings	50%	14%
...how to deal with cyberbullying	51%	58%
...how to be safe online	75%	50%
...what is legal and illegal to do online	70%	38%

BOYS AND GIRLS HAVE DIFFERENT EXPERIENCES ONLINE

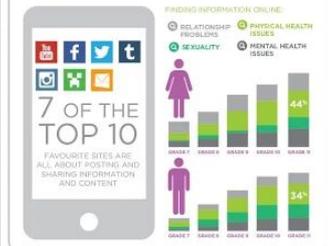
Girls are both more likely than boys to agree with the statement that they could be hurt by online strangers (82% compared to 62% of boys) and less likely to see the Internet as a safe place (51% compared to 61% of boys).

ONLINE ACTIVITIES

THE MOST FREQUENT ONLINE ACTIVITIES REPORTED BY STUDENTS ARE:

f Among grades 4-6 students, **30%** have a Facebook account and **16%** have a Twitter account

t in spite of the fact that anyone under the age of 13 is barred from using these sites.



IMPORTANCE OF LIFE-BALANCE WITH DIGITAL MEDIA

94% of students choose to go offline to do other things, like spend more time with friends or family, enjoy some quiet time by themselves, or go outside.

One third (35%) worry they spend too much time online.

METHODOLOGY

Conducted February to June of 2013

5,436 Canadian students in grades 4-11 in 10 provinces and three territories

41% boys | 46% girls | 13% not identified

140 schools in 51 school boards



Resources for Parents on Social Media.

[Know More Than Your kids](#)

[Be Web Aware Canada](#)

[Centre for Exploited Children - Cyber Area](#)

[Family Online Safety Institute](#)

[Safe Online Outreach](#)

Comments, suggestions or questions?

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