Sample Digital Media Guidelines

Digital media (Blogs, Facebook, Flickr, Instagram, LinkedIn, Twitter, and YouTube to name a few) allows those with common interests to share content easily, expanding the reach of their ideas and work. Used in this document, Digital Media refers to online tools and services that allow any Internet user to create and publish content. While digital networking is fun and valuable, there are some risks to keep in mind when using these tools.

- Use good judgment in all situations. Behave in a way that will make you and others proud and reflect well on the school.

- Be responsible and ethical.

- Be respectful, treating others in a respectful, positive and considerate manner.

- Know and follow the school's Technology Acceptable Use Policy. (See Appendix.)

- Share and interact in a way that will enhance your reputation, the reputation of others and the reputation of the school, rather than damage them.

- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information. Post images with care.

- Be a good listener. Be aware that a significant benefit of social media is that it gives others another way to talk to you, ask questions directly and share feedback.

- Be responsive to others when conversing online. Provide answers, thank people for
their comments and ask for further feedback, etc.

- Be confidential, protecting private and personal information. To ensure your safety, be careful about the type and amount of personal information you provide. Do not publish, post, or release information that is considered confidential or private. Online "conversations" are never private. Use caution if asked to share your birth date, address, and cell phone number on any website.

- Do not post details (exact time and exact locations) of travel itineraries. Post about the day's activities after the fact ... avoid saying what you "will be" doing the next day.

- Be accurate and appropriate. Check all work for correct use of grammar and spelling before posting.

- A significant part of the interaction on Blogs, Facebook, Instagram, Twitter and other social networks involves passing on interesting content or sharing links to helpful resources; however, never blindly repost a link without first reviewing the content.
  And if you do not get it right, correct any mistake you make immediately, and make it clear what you've done to correct the mistake.

- Apologize for the mistake if the situation warrants it. If it's a major mistake (e.g., exposing private information or reporting confidential information), please let your principal/teacher and parent know immediately so the school can take the proper steps to help minimize possible negative impact.

- While taking care when posting to safeguard people's privacy, as necessary and appropriate, give proper credit to sources. In cases of doubt, privacy should be the default.