

Instructional Materials

Summary: Technologies used by educators to engage and motivate student learning must meet the District's standards and expectations.

Technology and Social Media for Instructional Purposes

1. Purpose

Woodland School District 50 recognizes that the use of technology is prevalent in society. Students may have access to the Internet and a variety of technology devices that allow them to interact, share, create and innovate. Educators utilize these same resources in a similar fashion as a means to effectively engage and motivate student learning. These technologies must meet District 50 standards and expectations for communication with students, staff and community members.

2. Definitions

Includes - Means "includes without limitation" or "includes, but is not limited to."

Social media - Media for social interaction, using highly accessible communication techniques through the use of web-based and mobile technologies to turn communication into interactive dialogue. This includes but is not limited to, services such as *Facebook, LinkedIn, Twitter, Instagram, Snapchat, Google Suite, blogs* and *YouTube*.

Personal technology - Any device that is not owned or leased by the District or otherwise authorized for District use and: (1) transmits sounds, images, text, messages, videos, or electronic information, (2) electronically records, plays, or stores information, or (3) accesses the Internet, or private communication or information networks. This includes laptop computers (e.g., laptops, Ultrabook's, and Chromebooks), tablets (e.g., iPads®, Kindle®, Microsoft Surface®, and other Android® platform or Windows® devices), smartphones (e.g., iPhone®, Blackberry®, Android® platform phones, and Windows Phone®), and other devices (e.g., iPod®).

3. Standards

- a) When appropriate identify positive and negative outcomes that may result from using these tools with students.
- b) Identify acceptable ways to use electronic communication tools when communicating with students.
- c) Ensure all electronic communication between staff and students is transparent. A public school district is expected to maintain openness, visibility and accountability with regard to all communications.
- d) Ensure all electronic communication between staff and students is a matter of record, part of the District archives, and/or accessible by others.
- e) Ensure all electronic communication from staff to students is written as a professional representing District 50. This includes word choices, tone, grammar and subject matter that model the standards and integrity of a District 50 professional. Communication is courteous, conscientious, and generally

businesslike in manner. This includes and applies to all postings on social media sites which are accessible or available to students and parents.

- f) Communicate with students and parents about school-related matters through district-approved or district-hosted electronic accounts and applications, unless they receive specific prior written permission to use non-district accounts or applications.
- g) Ensure use of social media is consistent with and aligned to the standards outlined in policy 6:210, *Instructional Materials*. Classroom Staff shall share with parents both the means to access all web-based tools and sites, as well as the purpose of their use in the classroom.
- h) Maintain confidentiality of student record information including student work, photographs of students, names of students or any other personally identifiable information about students via electronic communication or social media in compliance with policy 5:130, *Responsibilities Concerning Internal Information*.
- i) Follow Board policy 5:170, *Copyright*, and all District copyright compliance procedures.
- j) Staff who use social media for district purposes, shall notify school administration and parents of students to indicate the purpose of this tool and that the use of the tool is not mandatory. Staff shall inform parents that social media may contain commercial advertising that is not endorsed by the District. Since not every parent has access to or interest in social media, all information posted to social media shall be accessible by other means. District 50 will not require parents to have social media accounts.

LEGAL REF.: 105 ILCS 5/21-23 and 5/21-23a.
Ill. Human Rights Act, 775 ILCS 5/5A-102.
Code of Ethics for Ill. Educators, 23 Ill.Admin.Code §22.20.
Garcetti v. Ceballos, 547 U.S. 410 (2006).
Pickering v. High School Dist. 205, 391 U.S. 563 (1968).
Mayer v. Monroe County Community School Corp., 474 F.3d 477 (7th Cir. 2007).

CROSS REF.: 5:20 (Sexual Harassment), 5:30 (Hiring Process and Criteria), 5:120 (Ethics) 5:130 (Responsibilities Concerning Internal Information), 5:150 (Personnel Records), 5:170 (Copyright), 5:200 (Terms and Conditions of Employment and Dismissal), 6:235 (Access to Electronic Networks), 7:20 (Harassment of Students Prohibited), 7:340 (Student Records)

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