

# 6 SIMPLE STEPS TO STRENGTHEN SCHOOLS WITH SOCIAL MEDIA

Ginger Lewman

Tech Integration Specialist  
Hutchinson, Kansas



[goo.gl/wqBO5F](http://goo.gl/wqBO5F)



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## Edupreneur at ESSDACK

Project Based Learning  
Technology Integration  
Gifted & HighAbility Learners

[www.GingerLewman.org](http://www.GingerLewman.org)



@GingerLewman

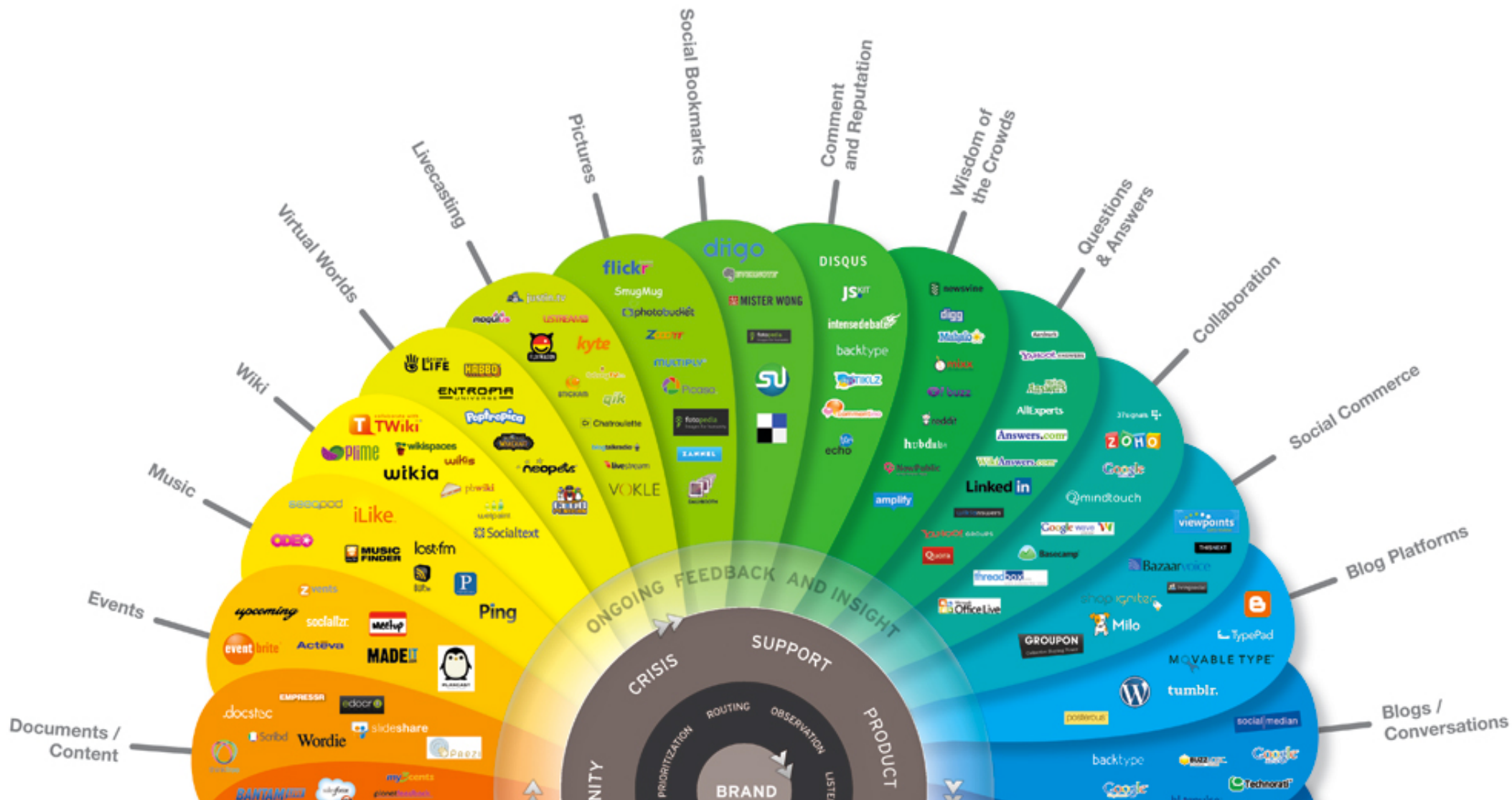


# WHAT IS SOCIAL MEDIA?

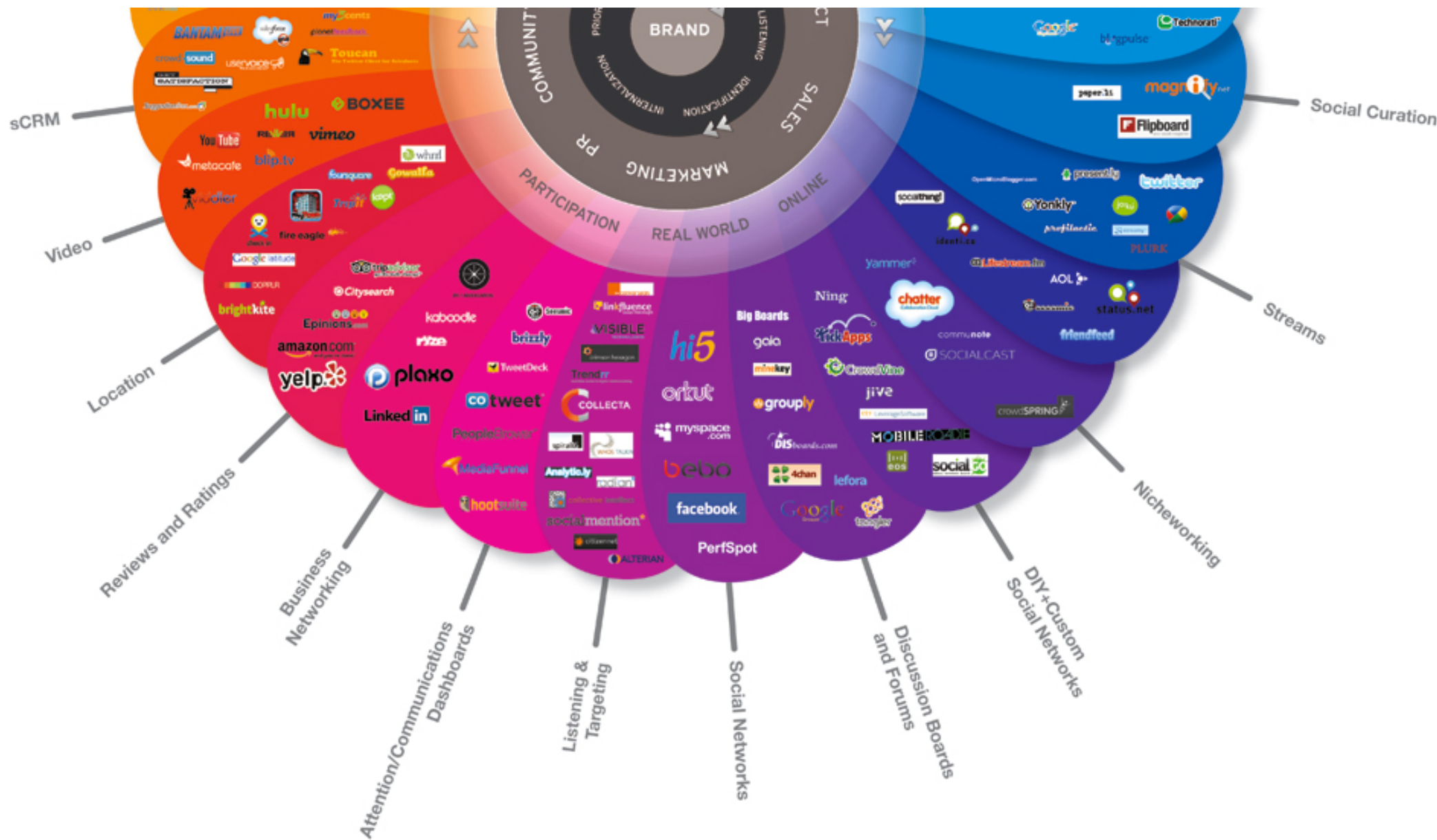


image with thanks to: [www.flickr.com/photos/mkhmarketing/8539048913](http://www.flickr.com/photos/mkhmarketing/8539048913)





English: The Conversation Prism 2.0  
 Date 5 August 2008  
 Source <http://www.theconversationprism.com>  
 Author Brian Solis and JESS3



English: The Conversation Prism 2.0

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# WHAT ARE THE EVILS OF SOCIAL MEDIA IN SCHOOLS?



Caricature by J.J., SVG file by Gustavb

WHAT ARE THE  
POSITIVES OF  
SOCIAL MEDIA  
IN SCHOOLS?

# POSITIVES

Educational

Free

Display user content

Can see the world with the touch of our fingers

Can access information in seconds



Step 1: Use it.



Digital project policy:  
**[goo.gl/7Qzg28](https://goo.gl/7Qzg28)**

~~Acceptable~~ ***Responsible*** Use Policy



ABOUT

ADMISSIONS

ACADEMICS

ARTS

ATHLETICS

SCHOOL COMMUNITY

SUPPORT

inspired  
to  
**explore**  
prepared  
to  
**succeed**

## ACADEMICS

Academic Program ▶

Prekindergarten ▶

Lower School ▶

From the LS Head

LS Faculty

LS Program Highlights

Student Support

After School Programs ▶

Middle School ▶

Technology

Library ▶

HOME

ACADEMICS

LOWER SCHOOL

LS PROGRAM HIGHLIGHTS

TECHNOLOGY

RESPONSIBLE USE POLICY

## RESPONSIBLE USE POLICY

### STATEMENT OF PURPOSE

Montgomery School believes that all students should have access to technology when they act in a responsible, efficient, courteous and legal manner. Internet access and other technologies available to students and teachers, offer a multitude of global resources. Our goal in providing these services is to enhance the educational development of our students. Responsible uses of technology are devoted to activities that support teaching and learning.

### USE OF NEW WEB TOOLS

As part of 21st century learning, teachers and students will be using New Web Tools such as blogs, wikis, podcasts, and videocasts with appropriate supervision. These technologies improve student communication and collaboration skills, provide a real audience, and extend learning beyond the classroom walls while building digital citizenship skills.

Parents and Students:

Please download the appropriate Responsible Use Policy Agreement below, read together, sign and return the document to School.

<http://goo.gl/XQgKwb>

# Responsible Use Policy, PK-2

## **Terms of Agreement**

Using technology correctly and responsibly is very important. I promise to follow these rules:

1. I promise to use technology carefully.
2. I promise to only work on the programs and web pages that my teacher tells me to use.
3. I promise to ask for help if I don't know what to do.
4. I promise to tell an adult if I read or see something on a computer that is not appropriate.
5. I promise never to use technology to hurt, frighten or bully others.
6. I promise to print only when my teacher tells me to.
7. I promise to only use my own file or my own folder on the student server.
8. I promise to only share my passwords with my teacher or parent.
9. I understand that if I break any of my promises, I might not be able to use technology or may experience other appropriate consequences.

<http://goo.gl/XQgKwb>

# Responsible Use Policy, 3-5

## Terms of Agreement

Using technology correctly and responsibly is very important. I promise to follow these rules:

1. I promise to use all technology carefully and not damage, change or tamper with the hardware, software, settings or the network.
2. I promise never to use any form of electronic communication<sup>1</sup> to harass, frighten, or bully anyone.
3. I promise to use technology and the Internet for schoolwork only. I will use the programs and websites that my teacher has approved.
4. I promise not to share my passwords.
5. I will not view, send or display inappropriate messages or pictures.
6. I promise to tell an adult if I read or see something that is inappropriate.
7. I promise to respect copyright laws.
8. I will not use my personal web site account or any personal electronic device at school except with the permission of a staff member.
9. I promise to print only when my teacher tells me to.
10. I promise not to tamper with another student's electronic work.
11. I understand that if I break any of my promises, I might not be able to use technology or may experience other appropriate consequences.
12. I understand that I have no right or expectation of privacy in my electronic communications.

<http://goo.gl/XQgKwb>



1. I will not harm other people or their work.
2. I will not damage, change, or tamper with the hardware, software, settings or the network in any way.
3. I will not interfere with the operation of the network.
4. I will respect copyright laws. I will properly cite sources.
5. I will not seek, view, send, or display offensive messages or media.
6. I will not share my passwords with another person.
7. I will not waste limited resources such as disk or server space, bandwidth, or printing capacity.
8. I will not trespass in another's folders, work, or files.
9. I will not use my personal web site accounts or any personal electronic device at school except with the permission of a staff member.
10. I will notify an adult immediately if by accident I encounter materials which violate the rules of responsible use.
11. I will not use any form of electronic communication<sup>1</sup> during school hours without appropriate permission from school staff.
12. I will not use any form of electronic communication to harass, intimidate, or bully anyone.
13. These expectations of responsible use apply to any and all times you are in the care of Montgomery School.

<http://goo.gl/XQgKwb>

# Step 2: Get Involved



- Communication and training!
- Get parents/families involved.
- Parent groups, guided by kids!
- Parents learn to advocate for + use of social media.

# Step 3: Know What's There

“Good” and “Bad” apps/tools  
What's the purpose of the media?



*Video?*  
*Curation?*  
*Collaboration?*  
*Creation?*

Share one-way? Share multi?

# Step 4: Get Legal

Copyright  
Creative Commons  
and Fair Use!



**OPYRIGHT CONFUSION**

and **FAIR USE LAWS**  
in the Digital Classroom

[goo.gl/pzCsAm](http://goo.gl/pzCsAm)



# Step 5: Share the Load

- Parent community run by committee
- “School account” run by **team**
- Student mentors (for adult and peers)



# Step 1: Connect Globally

- Connect with other schools, educators, programs to stop reinventing the wheel!
- Connect kids with other classrooms!
- Connect kids with mentors.
- Take virtual field trips!
- Publish your schools' stories!



**Schools'**  
**Customer Response**  
*Traditional*

**Schools'**  
**Customer Response**  
*Social*

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**Top-down delivery**



**Conversation-centric**

**Chain of command**



**Dynamic, evolving**

**Periodic connection  
with customer**



**Sustained customer  
engagement**

**Simple transactions**



**Complex relationships**

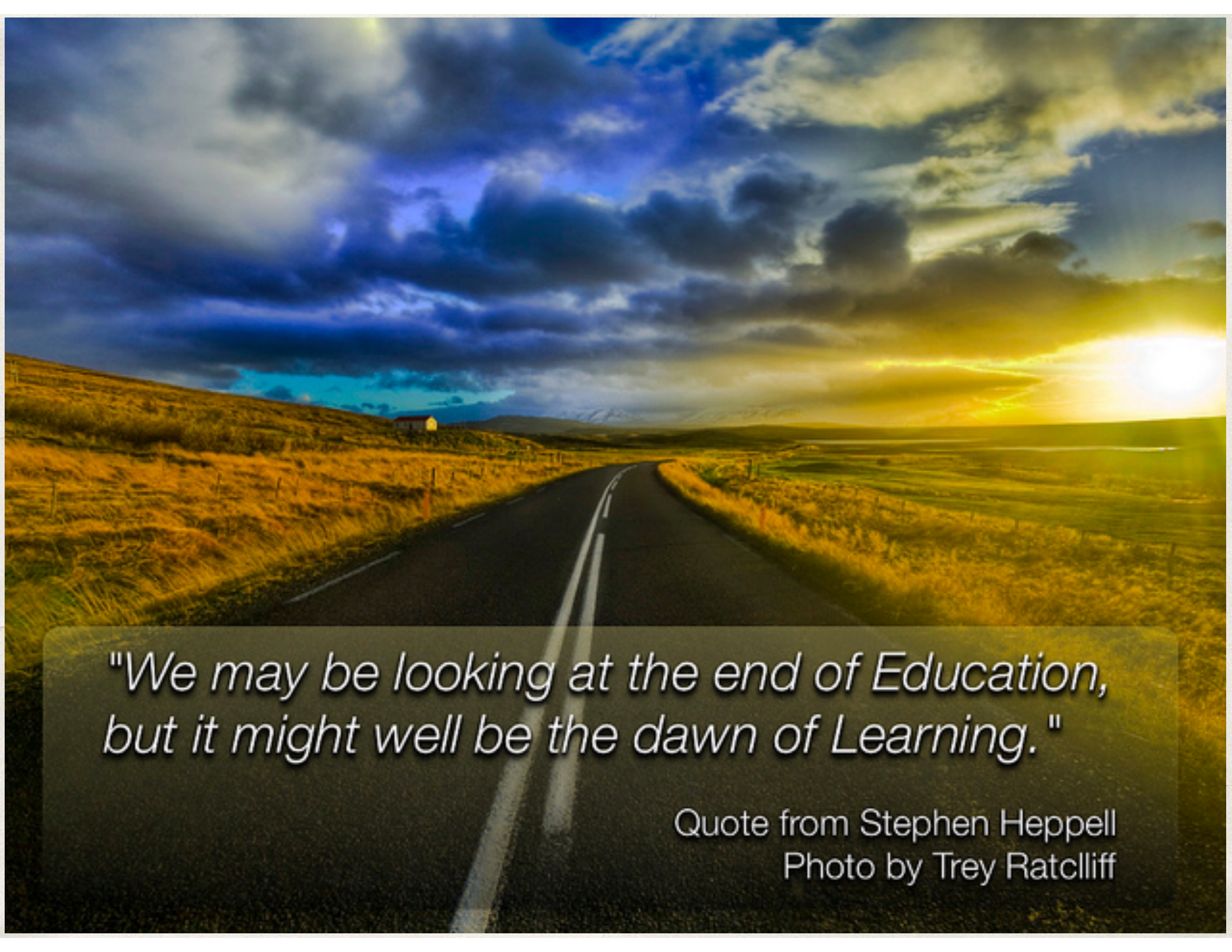
**Contact management**



**Community management**

**ASK ME  
ANYTHING**





*"We may be looking at the end of Education,  
but it might well be the dawn of Learning."*

Quote from Stephen Heppell  
Photo by Trey Ratcliff





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