



Erasmus+

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ACQUAINTANCE WITH SOCIAL MEDIA SOCIAL MEDIA POLICY

CREATION OF SOCIAL MEDIA
ACCOUNTS AND OTHER
INFORMATION

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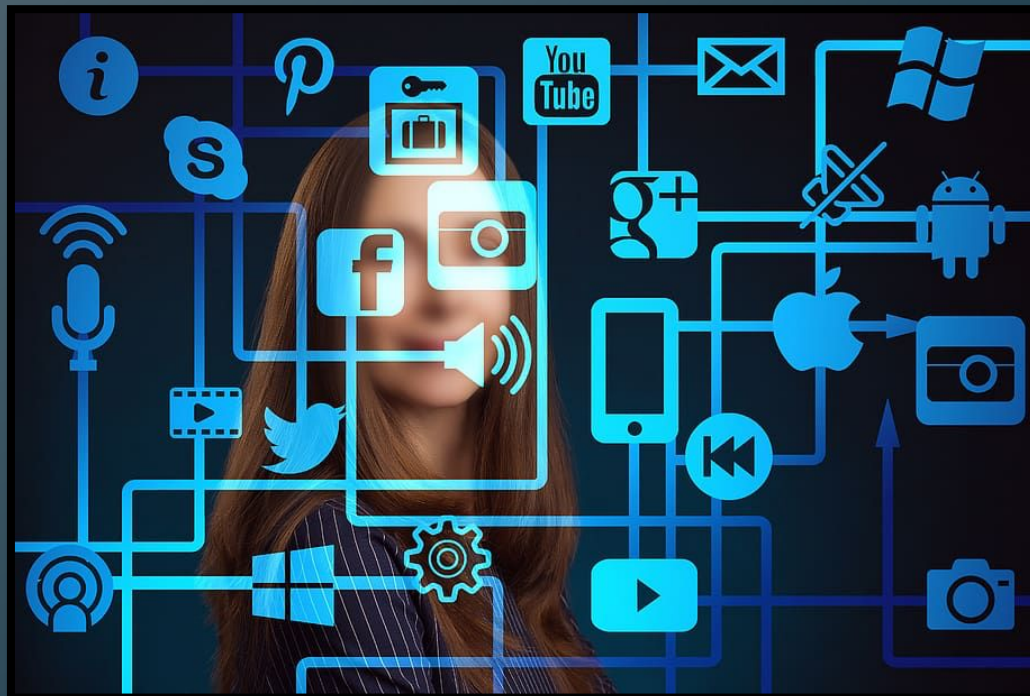


Dangers and opportunities of the Internet

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Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include blogs, Facebook, LinkedIn, Twitter, Google+, Instagram, Myspace, Flickr and YouTube.

(<https://neu.org.uk/advice/social-media-model-policy-schools>)

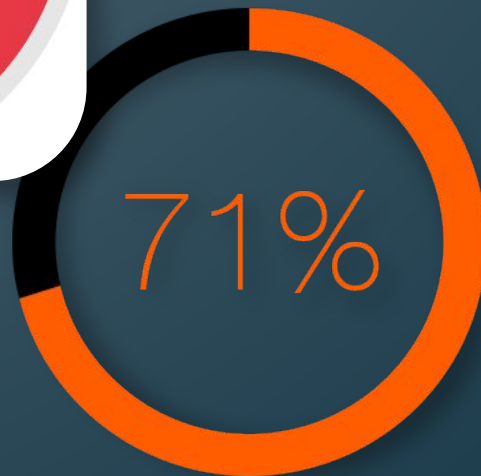


Teenager's opinion:

Personally, as a seventeen year old girl, social media is a large part of my life whether I like it or not. I have accounts on Twitter, Instagram, Snapchat and Facebook- as do all of my friends. The benefits of social media are indisputable. I have kept in contact with people after moving schools that without snapchat

I would not have been able to do as easily and the group chats I have been added to on Facebook have enabled me to meet new friends and expand my social circle. Wherever I am my phone is an arm's length away. The reliance of millennials, like myself, on our phones is a distasteful concept for a lot of older generations.

A joint study by Pew Research Center and the Berkman Center for Internet Society found that many teenagers extensively share personal information online - 91% post photos of themselves, 71% post their school name, 53% post email address and 20% post their cell phone number.



In the same report it is stated that teenagers are also more aware of and cautious about who sees this information - 60 % of teen Facebook users set their profiles to private (friends only), and 56 % find it easy to set privacy controls

PRIVATE PROFILES



60%

56%

The following common-sense precautions must be taught before the child enters any social media site, to protect her/him against the subtle dangers that lurk.

- **Password protection:** The teen must be taught to guard his/her password. It is very easy for a teen to share his/her password with a supposed best friend, who may not be careful with it. When a particular account has been hacked, it is essential that passwords to all sites the teen uses are changed as well, to avoid further damage.
- **Passwords policy:**
 - Forbid common passwords
 - Enforce upper and lower case characters
 - Enforce numeric characters
 - Enforce special characters



Instagram

Sign up to see photos and videos from your friends.

 Sign up with Facebook

OR

Mobile Number or Email

Full Name

Username

Password

Sign up

By signing up, you agree to our [Terms](#) & [Privacy Policy](#).

Have an account? [Log in](#)



Sign Up

to create your first ad

First Name

Last Name

Username

Password

Show

Email

Birthday

Month

Day

Year

By tapping Sign Up & Accept, you acknowledge that you have read the [Privacy Policy](#) and agree to the [Terms of Service](#). Snapchatters can always capture or save your messages, such as by taking a screenshot or using a camera. Be mindful of what you Snap!

Sign Up & Accept

Email or Phone Password [Log In](#)
[Forgot account?](#)

Sign Up

It's free and always will be.

First name Last name
Mobile number or email
New password

Birthday

Jul ▼ 17 ▼ 1994 ▼ ?

Gender

Female Male Custom ?

By clicking Sign Up, you agree to our [Terms](#). [Learn how we collect, use and share your data in our Data Policy](#) and how we use cookies and similar technology in our [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

[Sign Up](#)

[Create a Page](#) for a celebrity, band or business.

Join Twitter today.

ShoutMarks ✓ Name looks great.
admin@shoutmarks.com ✓ We will email you a confirmation.
..... ✓ Password is okay.
ShoutMarks ✓ Username is available.
You can change it later.

Suggestions: [MarksShout](#) · [marks_shout](#) · [shout_marks](#)

- Keep me signed-in on this computer.
 Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

[Privacy Policy](#) · [Terms of Service](#) · [Privacy Policy](#)

[Create my account](#)



Privacy setting: It is best if the teen chooses a privacy setting that excludes strangers while allowing a trusted set of people in. Most social networking sites have easy ways to set the privacy limits.

Privacy Settings and Tools

| | | | |
|--|---|----------|------------------|
| Your Activity | Who can see your future posts? | Friends | Edit |
| | Review all your posts and things you're tagged in | | Use Activity Log |
| | Limit the audience for posts you've shared with friends of friends or Public? | | Limit Past Posts |
| How People Find and Contact You | Who can send you friend requests? | Everyone | Edit |
| | Who can see your friends list? | Friends | Edit |
| | Who can look you up using the email address you provided? | Friends | Edit |
| | Who can look you up using the phone number you provided? | Everyone | Edit |
| | Do you want search engines outside of Facebook to link to your profile? | Yes | Edit |

Facebook, Snapchat, Twitter, Instagram- not for children under 13.

They collect log information when you use the websites, such as:

- details about how you've used the services;
- device information, such as your web browser type and language;
- access times;
- pages viewed;
- IP address;
- identifiers associated with cookies or other technologies that may uniquely identify your device or browser; and
- pages you visited before or after navigating to the websites



Some important information about the most popular social media privacy policy:

Facebook:

- **What is public-** name, profile photo, cover photo
- **Closed-** contacts must be mutually added
- **What is private by default-** new user's posts are only visible to friends, personal information is public
- **Who can find you-** anyone (with your Facebook name)



Twitter:

- **What is public-** your name, Twitter username, profile photo, bio, number of followers
- **Open-** anyone can follow you or request to follow you
- **What is private by default-** email address and private messages, everything else is public
- **Who can find you-** anyone who uses Twitter or searches your name using Google.



Instagram:

- **What is public:** your name, username, profile picture, your name and bio if you provide them
- **Open-** anyone can follow you or request to follow you
- **What is private by default-** everything on your account
- **Who can find you-** your images may appear in search results if you log in using a web viewer



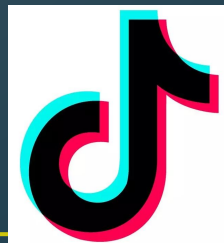
Snapchat:

- **What is public:** your name, and open friends' snaps
- **Closed-** everyone can follow you but connections must be mutual for direct contacts
- **What is private by default-** your story is only visible by your friends and only friends can send you their stories
- **Who can find you-** anyone with your username or who has your phone number.



TikTok

- you can choose whether to have a private account or a public account. With a private account, other users won't be able to Duet, Stitch, or download your videos. If you have a public account, your profile and videos will be visible to anyone on or off TikTok.
- the default privacy setting for all registered accounts ages 13-15 is private.
- videos created by ages 13-15 - these users can now choose between Friends or No One for their account; the Everyone comment setting is being removed.
- duet and Stitch settings make these features available on content created by users age 16 and over only. For users ages 16-17, the default setting for Duet and Stitch will now be set to Friends.
- downloads of videos is allowed only for these that have been created by users 16 and over only. Other users can decide whether they want to allow downloads of their videos, though for users ages 16-17 the default setting will now be changed to Off unless they decide to enable it.
- the setting "Suggest your account to others" to Off by default for users ages 13-15.



PRIVACY TIPS

- Provide as little information as possible.
- Ensure that anything you post is visible only to friends.
- Only accept “friend request” from people you know.
- Change your friends list setting so that it is only visible to you.
- Turn off locations service (Facebook mobile app, Twitter app,)
- Disable all users from tagging you in photos
- Protect your tweets so that non-followers cannot tag or answer them.
- Uncheck discoverability by email address.
- Turn on your privacy so that users must request your approval before following you (Twitter)
- Do not link your profile to any third party sites or accounts.
- Change your password periodically.
- Never send inflammatory pictures on any social media sites.

Social media policy for schools

What is a social media policy?

A good social media policy is a living document that provides guidelines for your organization's social media use. It covers your official channels, as well as how employees use social media, both personally and professionally- it should support responsible use

As social media is in constant flux, networks and functionality change, new platforms emerge, and others fall the social media policy can't be written and kept in a drawer (or a Google Doc.) – it should be regularly evaluated and updated and easily accessible to the whole community. It should be a straightforward, up-to-date document that is easy to understand and act on.

What to include in a social media policy?

1. Detail how your school or district uses social media

- clarify appropriate and inappropriate use of social media- what is appropriate for your school's values and rules
- safeguard the whole community from abuse through social networking
- safeguard the reputation of the school
- set out the procedures to be followed in case of inappropriate use
- Set out rules of responding to comments - advisably only people responsible for running social media

What to include in a social media policy?

2. Establish a baseline for privacy protection

- parents, faculty, and staff should all understand your regulations and expectations

3. Set guidelines for faculty and staff use

- state responsibility and accountability of head teachers, school staff, students
- define the use the social media on behalf of the school
- define the use of the social media as part of working with pupils and students
- define the use in staff's professional and personal life

e.g. Staff must take all reasonable steps to ensure the proper separation of their professional and personal lives.

Staff must not use personal social media with any child with whom they solely have, or have had, a staff/pupil relationship. This includes ex-pupils until they reach the age of 18.

What to include in a social media policy?

➤ **Personal use of social media at school:**

e.g. school staff can make reasonable personal use of social media during the working day or while at their school. This must not interfere with any work activities.

Staff can only use social media when no pupils are present and during breaks or non-directed time.

➤ **the time spent on social media use at school**

e.g. Staff must not spend an excessive amount of time while at the school on personal use of social media. They must ensure that use of social media does not interfere with their duties.

➤ **disciplinary action**

What to include in a social media policy?

4. Set guidelines for student use

- a set of guidelines for how to use these platforms responsibly while also reflecting the values of your school - code of conduct

5. Review your policy with your legal team

Social media policy - samples

<https://neu.org.uk/media/8746/view>

<https://www.solgrid.org.uk/education/wp-content/uploads/sites/43/2019/03/SMBCHRSSSocialMediaPolicySchools.pdf>

Checklist <https://neu.org.uk/media/8751/view>

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