

Social Media and Professionalism for Public School Teaching Professionals and Administrators (2.50 hours)

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Welcome

Overview of the External Media Environment

Bruce Hennes

- The change in culture and expectations of public, parents and other stakeholders
- Madison Schools Press Policy
- Off-campus and after-hours behavior by teachers & administrators
- FERPA, Licensure Code of Professional Conduct for Ohio Educators

Overview of the Social Media Environment

Scott Juba

- Facebook, Twitter, blogging & other platforms
 - Use of security settings
 - Consideration of Social Media Policy for teachers & administrators
- Social media do's and don'ts for teachers & administrators
 - Emails & texting
 - Public records & deleting emails/texts
- What teachers and administrators should do proactively
- The upside of social media
 - Using it for good reasons in and outside the classroom

Professionalism Standards

Bruce Hennes

- Teachers and administrators as "brand ambassadors"
 - Dress codes for adult teachers and professionals - appearances and "fulfilling the mission"

Q&A and Wrap-Up

Hennes Paynter Team

"After hearing Bruce Hennes talk about crisis communications at the Lake County Administrator retreat during the summer of 2009, our team came away with very practical information all school district leaders should have in this error of 'gotcha journalism.' At the end of the first quarter in the fall, we had a couple of diverse incidents occur where we had to employ some of what Bruce taught and thought our professional staff should also learn from Bruce. We subsequently asked him to custom-design a program about the use – and misuse – of social media. This in-service, held on January 19, 2010, was well received by our entire staff, from the novice teacher to the veteran. For our veterans, it introduced them to the concept of social media and the impact it has on students and their fellow colleagues. For the newer staff members, the in-service hit home how their professional life can accidentally merge with their private one – and caution must be deliberately taken when using Facebook, Twitter, etc. The Hennes Paynter team also emphasized the importance of professionalism in dealing with parents and the community at large. This in-service provided excellent overviews and how-to's for topics too-often back-burnered because of priorities related to standards and testing. The use of new technologies coupled with best practices for staff professionalism helps create a positive, proactive school climate with a positive impact on teaching and learning."

Angela Smith, Director of Curriculum, Madison Local School District