

CAREER TEACHERS

Social media guide for UK teachers 2017/2018



Contents

Introduction	2
The Positive Side of Social Media	3
Cyberbullying	4
Protecting Students	5
Protecting Yourself	7
What if? ?	9
A-Z of Social Media	10



A close-up photograph of two young women in school uniforms. The woman on the left has blonde hair tied back and is smiling slightly as she looks down. The woman on the right has dark hair and is looking intently at a tablet computer. They appear to be in a classroom or study area.

Introduction

In a social media survey conducted by Career Teachers, 46% of participants didn't have or didn't know if they had a social media policy in their schools. Seeing as 40% of teachers actively use social media in the classroom, this is an issue that needs to be addressed for the safety of students, the safety of staff and the reputation of schools.

In this guide you will find information, practical advice and resources on all aspects of social media so you and your students can get the most out of using it while remaining mindful of the potential risks.

The positive side of social media

There is a lot of scaremongering when it comes to social media but it can be a highly beneficial tool for your students.

Social connections

Having an active social life is vital for children and teenagers as it helps to develop communication skills and hones emotional intelligence. Social media plays a significant role in forming a supportive network of friends.



Self-expression

Finding an outlet for self-expression can be difficult at any age, but the subsequent frustrations of this are felt most acutely by students. Social media is a great way for children to show their personality as well as gain a sense of belonging as part of a larger community.



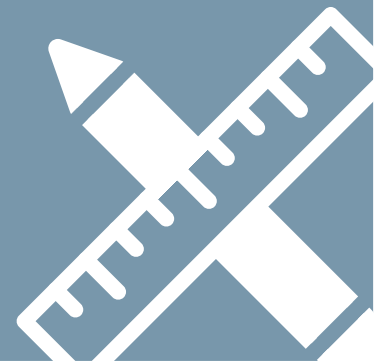
Education

Social media is a great way to exchange information, ideas and knowledge with friends, family, peers and like-minded individuals. Current events are often discovered and discussed in this medium, helping students to consider and form opinions on a range of complex issues.



New skills

It is without a doubt that the future is predominantly digital. More and more careers will require online skills and it is therefore advantageous for younger generations to know how it works and be able to spot the potential trends



Cyberbullying

What is cyberbullying?

When an individual is tormented, threatened, harassed, humiliated, embarrassed or otherwise targeted by another individual or group of individuals using the internet, interactive and digital technologies or mobile phones.

Why does it happen?

Anger, revenge, frustration, entertainment, boredom, exploring opportunities, to get a reaction, jealousy, social power play there is never a single reason for it. Some students even do it by accident or believe they are righting a wrong, which is why it is important to provide a detailed definition of cyberbullying in the classroom. Never assume your students are aware of the consequences of their actions.

How can I spot it?

The victim

- ☐ Shyness/disengagement
- ☐ Depression
- ☐ Agitation/aggression
- ☐ Anxiousness
- ☐ Avoiding computer/mobile
- ☐ Weight loss/appears tired
- ☐ Self-harm or attempt/threaten suicide
- ☐ Friendship changes
- ☐ Truancy
- ☐ Misbehaviour
- ☐ Drop in grades

The bully

- ☐ Sudden disuse of computer/mobile when approached
- ☐ Nervousness or jumpiness when using computer/mobile
- ☐ Secretive when using computer/mobile
- ☐ Excessive use of computer/mobile
- ☐ Aggression when without access to computer/mobile

How do I prevent it?

- ☐ Educate yourself on popular social media networks
- ☐ Educate your students on what constitutes as cyberbullying and how to respond to it
- ☐ Never dismiss or trivialise the importance of social media for your students
- ☐ Learn your school's cyberbullying policy and request changes if necessary
- ☐ Keep an eye out for behavioural changes
- ☐ Discuss online privacy, safety and appropriateness with your students

What do I do if there is cyberbullying in my class?

Whether a pupil, you or another member of staff are affected by cyberbullying, never respond directly to the perpetrator. Do not approach them online or in person. Immediately report it to your school's point of contact for safeguarding and/or the Head of Year/member of SLT with responsibility for behaviour. Your school should have a range of policies and procedures set in place for you to refer to. Accumulate evidence by taking screen shots, recording how frequent the abuse occurs and printing out everything you feel to be relevant in order to establish a case.

Did you know?

40%

of children never report being cyberbullied



1 in 3 young people have received threats online

Students spending 3+ hours online are 110% more likely to experience or be involved in cyberbullying



Girls are twice as likely as boys to be both the victims and perpetrators of cyberbullying



Face-to-face bullying is still more common than cyberbullying

Protecting students

Beyond adopting security controls on all devices in your school and supervising the use of them, it's almost impossible to control what students do and say on the internet – particularly as many of them will own smartphones. Rather than taking a solely restrictive approach, teach your students safe practice when using social media.

Social Media promise

Consider asking your students to sign a pledge about being respectful and responsible online. Keep it on the wall as a reminder and let their parents have a copy of the agreement.

Privacy Infographic (to show students)

Do your students know the basics when it comes to being safe online?

- Never accept a friend request from someone you don't know
- ❑ Never post personal information online (address, email, phone number, etc.)
- ❑ Think before posting. You can't delete it once it's out there. If it's something you wouldn't want your parents to see, don't share it!
- ❑ Keep your privacy settings as high as possible
- ❑ Never give out passwords
- ❑ Never meet up with people you've met online
- ❑ Remember: it's easy to pretend to be someone else online
- ❑ Respect other people's views, even if you don't agree with them
- ❑ Respect other people's privacy
- ❑ If you see something online that makes you feel uncomfortable, unsafe or worried, turn off your phone/computer and tell an adult if you want to

Suggested activities

Your students are unlikely to remember a list of rules and regulations when it comes to their online social lives, but thankfully there are many resources and activities you can use to get them thinking about internet safety.

What would you do?

Provide your students with a range of scenarios involving social media such as hacking, cyberbullying, upsetting content and interactions with strangers.

What is the best way to deal with them? Why?

Children are often taught about stranger danger but this isn't so easy to translate to socialising online. Get the students to pick a celebrity and get into pairs. The aim is to discover who the other is pretending to be by asking 10 yes or no questions. This demonstrates how easily identities can be uncovered with just a little bit of information. It is also a good way of showing how people can pretend to be someone else online.

Would you say that IRL?

Role play is a great way to get students to relate cyberbullying to their own lives. Ask them for a list of comments they would commonly see on social media and get them to read them aloud. How did it make them feel? Would they ever say it in real life to a friend or a stranger? Is something ever okay online but not in person?

For secondary school pupils the play Laugh At It You're Part Of It tackles the subject of respect and responsibility online.

Resources

<https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/staying-safe-online/>

<http://www.safetynetkids.org.uk/>

<https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/>

<http://www.kidsmart.org.uk/>

<https://www.saferinternet.org.uk/advice-centre/teachers-and-professionals/teaching-resources>



Protecting yourself

As a teacher it's integral to be hands-on when it comes to your reputation online. Security should be your number one priority and you need to learn to be savvy with privacy settings, visibility and linked associates/content if you're not already.

Do's

- ☑ Think before you post anything
- ☑ Google yourself to see what others can see
- ☑ Protect your passwords
- ☑ Regularly review your privacy settings
- ☑ Make it more difficult to be found online (i.e. change your surname)

Don'ts

- ☑ Use inappropriate language
- ☑ Expect friends/family to know how to protect your online reputation
- ☑ Have a public social media presence
- ☑ Tag yourself or permit tagged photos/videos
- ☑ Befriend students/parents online

Should I be on social media at all?

Yes! It's a good idea to see what your students use in their spare time to understand them better. It's also a great way to share ideas, gain useful information and forge professional contacts.

Did you know?

45%

45% teachers have been subjected to online abuse

Over 45% of teachers have been contacted by a pupil through social media

1

Pinterest is a great tool for lesson ideas



Content that may harm your career

	Comments	Photos	Videos	Affiliations
By you	<p>Inappropriate language or poor grammar</p> <p>Misleading, fraudulent or offensive information about you/others</p> <p>Discussing students or parents</p>	<p>Inappropriate or personal</p> <p>Publishing content without consent</p> <p>Content that compromises security</p>	<p>Inappropriate or personal</p> <p>Publishing content without consent</p> <p>Redistributing content without copyright or license</p>	<p>Joining groups that are defamatory, insulting or offensive</p> <p>Joining groups that your pupils have joined but are not associated with the school</p> <p>Joining radical groups</p>
By others associated with you	<p>Students or parents discussing your work</p> <p>Quoting something you said in confidence</p> <p>Inappropriate language on your profile</p>	<p>Inappropriate tagging</p> <p>Posting inappropriate content on your profile</p> <p>Doctored content about you</p>	<p>Inappropriate tagging</p> <p>Posting inappropriate content on your profile</p> <p>Doctored content about you</p>	<p>Discussions of you being a member of an inappropriate group</p> <p>Groups about you</p> <p>People inviting you to join inappropriate groups</p>
By others pretending to be you	<p>Hackers using your profile to post inappropriate content</p> <p>Fake accounts pretending to be you</p>	<p>Hackers using your profile to post inappropriate content</p> <p>Inappropriate tagging</p> <p>Mistaken identity</p>	<p>Hackers using your profile to post inappropriate content</p> <p>Inappropriate tagging</p> <p>Mistaken identity</p>	<p>Someone pretending to be you in a group</p> <p>Suggestions you are a member of an inappropriate group</p>

Content that may harm your career

The examples above are of online situations that could prove detrimental to your career and professional reputation should they occur. Prevention is better than cure in all of these cases, but if something does happen speak with the appropriate points of contact within your school for advice before you act.

Resources

<http://www.childnet.com/teachers-and-professionals>

<http://www.kidsmart.org.uk/teachers/>

<https://www.saferinternet.org.uk/advice-centre/teachers-and-professionals/professional-reputation>

What if?....

❓ my students send me a friend request?

Never accept friend requests from students on your personal social media accounts as it will expose you to potentially risky situations. No matter your intentions, it is better not to get involved.

❓ parents send me a friend request?

This depends on your school's policy, but it is best practice to decline any friend requests from parents on personal social media accounts. Again, it will expose you to potentially risky situations.

...I find inappropriate content on social networking sites about my pupils?

Immediately report it to the school's point of contact for safeguarding and/or the Head of Year/member of SLT with responsibility for behaviour. Your school should have a range of policies and procedures set in place for you to refer to.

❓ people I know post inappropriate content about me online?

Contact whoever has posted the content and ask them to remove it. If you have been tagged, untag yourself and ensure your profile is set to private. Some social media networks allow you to report content to be taken down by the website admin as a last resort.

❓ a pupil or parent is cyberbullying me?

Accumulate evidence by saving and printing all communication and take it to the appropriate points of contact within your school. Never respond. If necessary you can seek additional support and advice from your union/professional association, the Teacher Support Network or the Professionals Online Safety Helpline.

❓ I want to use social media in school for educational purposes?

Most networks have an age requirement of 13 and are blocked in schools. However, there is a lot of benefit to discussing and using social media in lessons, so if you feel it constructive approach the appropriate points of contact within your school for advice.

A-Z of social media

An index of the most popular social media networks and apps

Ask.fm – a public question and answer format

Facebook network for friends to share life updates, news, interests, events, pictures and videos. Write on friends' walls private message and livestream. Most popular site on the internet

Instagram image and video content network. Users can take and post images and videos directly through the app with augmenting filters options. Private messaging and livestream features

Kik instant messenger app. Connect with friends, groups and the wider world through a chat function

Live.ly livestreaming app

Musical.ly performance and video sharing app of users lip syncing to famous or original songs

Omegle allows text or video chats with random users

ooVoo video chat app

Periscope livestreaming app

Reddit social news and entertainment site. Users submit content that can be voted up or down, which determines their order on newsfeeds

Snapchat messaging app for sharing images, video clips, text and drawings. Content can only be viewed for up to 10 seconds within 24 hours of being sent before gone forever

Tumblr network allowing different post formats i.e. quote, chat, video, photo and audio posts. Users can comment and reblog content

Twitch livestreaming video platform known for video game-related content including e-sports tournaments, personal streams of individual players and gaming-related talk shows. Has chat feature

Twitter network for users to post updates of 140 characters or less. Provides followers with life updates, links and general content. Private messaging, livestreaming and gifs also available

Whatsapp instant messaging app to send messages, images, calls and videos to friends. Option of having one-to-one and group conversations in a closed environment

Whisper anonymous confession app with images

Yik Yak pseudo-anonymous discussion threads for users within a 5-mile radius

YouNow livestreaming platform

YouTube video content website. Users have channels and can post videos and livestream