Media: A Did You Know Guide
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SOCIAL MARKETING 101

As technology rapidly advances, your use of technology at work and at home will have a significant effect on your profession. Whether inside or outside of the school building, your use of e-mail, text messaging, instant messaging, blogging, and social networking can affect you and your job. This guide focuses on social networking Web sites and includes important information to consider in order to use these resources safely.

**What is social networking?**

Each day, on the news, in your classrooms, and in conversations with your friends and colleagues, you hear references to terms like Facebook, Twitter, MySpace, LinkedIn -- all of which are part of a growing world referred to as "social networking." Social networks are web-based services that focus on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others.

Social networking sites allow you to share your personal information, interests, educational and professional information, photos, and other information. These sites allow you to connect with colleagues, former classmates and friends by becoming "friends" or "contacts" through social networks.

Social networking sites are powerful tools that can help you to stay in contact with your friends and colleagues, PSEA, and other education organizations. When used appropriately, these sites can provide you with professional development opportunities, allow you to share ideas, news, and resources, help you to understand the websites your students are actively using, and allow you stay ahead of the technology curve.

However, be sure to follow the advice outlined in this advisory to ensure that your social networking does not cause any problems for you or your job.

**Three terms you need to know:**

**Profile:** Your profile represents YOU. Profiles you create on social networking sites display information you post about yourself, and messages people post for you, on your page. If you create a social networking profile, make sure all of the material posted on your page is information you would be comfortable sharing with almost anyone.

**Friends:** Your "friends" in the social networking world are individuals and organizations who you connect to your profile. You control your list of "friends." Friend is often used as a verb in this context.

**Tagging:** When social networking users post photographs, videos, and other content onto their profiles, they can "tag" other individuals on their list of friends, to identify them or reference them in some way. Be aware of who tags you in photos and other content. Social networking users have the option to remove "tags" of themselves if they choose to do so.


**Protect your privacy**

Protecting the privacy of your information is an essential part of safe social networking. Most social networking sites have privacy settings to allow you to control who can see your profile. Make sure you are familiar with the privacy settings provided by the site that you're using. Often, privacy settings are used to limit profile access to the individuals on your list of "friends." Even if your information is "private," make sure everything you post is professional and appropriate.

Think before you post. Each time you post a photograph or other information on a social networking site, make sure you would feel comfortable if the following people were to see it: your mother; your students; your superintendent; or the editor of the New York Times.

Even though the First Amendment protects your speech as a private citizen on matters of public concern, such speech may fall outside of First Amendment protection if it "impedes your employer's effectiveness or efficiency, or otherwise disrupts the workplace."

Avoid posting anything on your profile page about your colleagues, administrators, or students, as well as using inappropriate or profane messages or graphics, or anything that would reflect negatively on your workplace. Be aware that social networking applications, quizzes, games, and other related features also can result in content appearing on your profile page. Make sure that anything posted on your page is appropriate.

Keep in mind that information posted to your profile page is often searchable. When interviewing for a job, would you want your potential employers to know: Your relationship status? Your political views? Your religion? Your sexual orientation? Whether you have children? Is there something on your profile that is inconsistent with what is on your resume?

**Picture perfect**

Be sure not to post any photographs of yourself or others that could be considered unprofessional or inappropriate, or link to any material that could be considered unprofessional or profane. If a friend tags you in a photo or other content that could be considered unprofessional or profane, remove that tag and ask your friend to remove the content.

**Know your friends**

When accepting "friend requests" or adding individuals to your friend list, keep in mind that these individuals will have access to most information you post. Be sure not to accept a friend request from anyone you do not know. And remember, you can always limit each friend, list or group's access to certain areas of your profile.
Social Media In The Workplace: An Etiquette Guide For New Graduates

As commencement approaches for millions of college graduates across the country, it’s time for many students to enter the strange and challenging world of employment. The change is going to affect more than just your bank account and sleeping habits. It’s going to have a tremendous impact on your online life.

Or is it? Many companies are hopping onto the social media bandwagon in an effort to reach the 18-34 demographic. Some companies even hire their own specific social media team. It’s truly a new environment for newly hires and employers alike. It’s been widely documented that schools and businesses want to be ‘hip’ and engage people on Twitter and Facebook. So here’s the skinny on what you should do and say online during your first months of employment. After that, you’ll know what’s best (we hope.)

To Tweet Or Not To Tweet?

It’s a great thing if you tweet while at work. However, consider this caveat: don’t tweet too much (more than 6-7 times a day) and certainly don’t tweet about how boring your job is or other unprofessional topic. Don’t tweet about how much you hate your teachers. It’s best to get into this habit before you start working since your future coworkers are likely going to google your name and, lo and behold, your most recent tweets will show up on the Google universal search. On a ‘no duh’ note, be sure to also act professionally when out of the office. You don’t want to be like the guy who tweeted that he’d attack an airport because it was closed. He’s now fined and has a criminal record.

VERDICT: OK to tweet but do so sparingly and with caution. Keep those tweets SFW! (Safe For Work!)
Facebook Updates: How Much Is too Much?

Sharing your work/school horror stories is very tempting. That smelly coworker or classmate? Attractive coworker? All of these topics should never be discussed online, especially on the privacy-concern factory that is Facebook. While you are still able to limit who can see your profile, you will likely be getting friend requests from various coworkers/students. You wouldn’t want to think ‘well they’re nice and i’ve been respectful online’ and then discover they found that picture you took of them doing something embarrassing.

VERDICT: Save the Facebook updates for after work and keep it professional. Facebook is the new LinkedIn.

Sharing Crazy Stuff Online (Viral Videos, etc.)

There is a time and place for sharing funny stuff online. While you may be tempted to share that YouTube video about a cat, ask yourself a few key questions:

- How well do you know the recipients of this e-mail?
- Will it make it appear as though you’re not doing your work?
- Have you established yourself enough at the company?

If you have been at your job for a few months, know your coworkers’ likes and dislikes, go ahead and share the video with a select few. Chances are good they’ll share an amusing video or link with their friends so don’t feel the need to cc the entire office. After all, if the link turns out to offend someone down the line, your name is far-removed and you won’t be held as responsible.

VERDICT: Like with sharing secrets, share online content cautiously and with people you trust.
Some things to consider on Facebook

**Poke with caution.** The poking feature is unique to Facebook and is meant as a cute way to say hello to someone. For some, though, it's an easy way to flirt, and you might come off as sketchy if you don't know the person well. Once, a guy I had chatted up at a party asked me out after I returned his poke (the date was so awkward that we didn't even friend each other afterward). Unless the recipient is a friend, poking means the same thing it meant on the playground in third grade.

**Keep your private life private.** Your "friends" will learn--and secretly delight in reading--about your hookups and breakups. If you're unmarried and cherish your privacy, either leave the field blank or (our personal favorite) "marry" a friend. And while breakups make for great gossip, dysfunctional relationships are just uncomfortable to read about. If you actually are in a relationship that's "complicated," share it with a close friend, not the world.

**Lighten up on the apps.** For those of us who have been addicted to the site since its launch, Facebook's Application Platform just clutters the site's simple interface and makes adults' profiles look like they belong to a high-schooler on MySpace. Facebook veterans are picky about which apps they download, and when they do decide, for instance, to send each other virtual cocktails, it's a guilty pleasure. When we see 30-year-olds doing this, though, we can't help but think that they're being a bit juvenile.

**Three letters: T-M-I.** There's a fine line between sharing with your friends and sharing too much with your friends. I won't make fun of you if you decide to join every Battlestar Galactica group in creation. I just don't care to read about it on my newsfeed when I sign in. Trust me, there's nothing more annoying than logging into Facebook and reading that John Smith has left the group "Harry Potter RULEZ." Frankly, the only reason I signed on in the first place was to see if my friends had posted photos from our latest night on the town.

**De-friending is way harsh.** Although people collect long-forgotten acquaintances by the hundreds, you'll look petty if you remove one from your friends list. To keep exes and frenemies at arm's length, create a limited profile instead.

**Do Not Post Your birth date and place.** Sure, you can say what day you were born, but if you provide the year and where you were born too, you've just given identity thieves a key to stealing your financial life, said Givens. A study done by Carnegie Mellon showed that a date and place of birth could be used to predict most — and sometimes all — of the numbers in your Social Security number, she said.
Got Vacation plans? There may be a better way to say “Rob me, please” than posting something along the lines of: “Count-down to Maui! Two days and Ritz Carlton, here we come!” on Twitter. But it’s hard to think of one. Post the photos on Facebook when you return, if you like. But don’t invite criminals in by telling them specifically when you’ll be gone.

Here is where I live...Home address. Do I have to elaborate? A study recently released by the Ponemon Institute found that users of Social Media sites were at greater risk of physical and identity theft because of the information they were sharing. Some 40% listed their home address on the sites; 65% didn’t even attempt to block out strangers with privacy settings. And 60% said they weren’t confident that their “friends” were really just people they know.

Confessionals. You may hate your job; lie on your taxes; or be a recreational user of illicit drugs, but this is no place to confess. Employers commonly peruse social networking sites to determine who to hire — and, sometimes, who to fire. Need proof? In just the past few weeks, an emergency dispatcher was fired in Wisconsin for revealing drug use; a waitress got canned for complaining about customers and the Pittsburgh Pirate’s mascot was dumped for bashing the team on Facebook. One study done last year estimated that 8% of companies fired someone for “misuse” of social media.

Password clues. If you’ve got online accounts, you’ve probably answered a dozen different security questions, telling your bank or brokerage firm your Mom’s maiden name; the church you were married in; or the name of your favorite song. Got that same stuff on the information page of your Facebook profile? You’re giving crooks an easy way to guess your passwords.

Risky behaviors. You take your classic Camaro out for street racing, soar above the hills in a hang glider, or smoke like a chimney? Insurers are increasingly turning to the web to figure out whether their applicants and customers are putting their lives or property at risk.
Noah: Mr. Martin is the stupidest teacher ever. so he says "this problem is going to get a lot HARDER!" and i say "that's what she said!" the whole class laughed and he didn't even understand it LOL
Yesterday at 6:50pm  ·  Comment  ·  Like

Steven: Doesn't mr. martin have a facebook? delete ur update dude. but yea, that was hilarious LOL.
Yesterday at 6:56pm

Celina: duuuude mr. martins hella stupid lol.
Yesterday at 6:56pm

Josh Martin: Very funny Noah. Well, I have a special surprise for you in class tomorrow. You'll be getting a different exam, and it is going to be much harder than the normal exam everybody else is taking. Are you going to say "that's what she said!" now? Give me a formal apology and I might reconsider. And as for you, Celina, I'll have a talk with you tomorrow.
Yesterday at 8:31pm

Celina: Mr. Martin! I'm sorry! I didn't really mean to say that!
Yesterday at 8:57pm

Jessica: DAMNNNN THE TEACHER OWNED YOOOUUUUUUUUU
Yesterday at 11:23pm

When bored at work tweet. What is everyone up to today? #bored

OMG I HATE MY JOB!! My boss is a total pervy wanker always making me do shit stuff just to piss me off!! WANKER!
Yesterday at 18:03  ·  Comment  ·  Like

Hi, i guess you forgot about adding me on here?
Firstly, don't flatter yourself. Secondly, you've worked here 5 months and didn't work out that I'm gay? I know I don't prance around the office like a queen, but it's not exactly a secret. Thirdly, that 'shit stuff' is called your 'job', you know, what I pay you to do. But the fact that you seem able to fuck-up the simplest of tasks might contribute to how you feel about it. And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don't bother coming in tomorrow. I'll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you've left here. And yes, I'm serious.
Yesterday at 22:53
Poll: What is something you like about me?
December 24, 2010 at 9:16pm - Like - Comment

- Nothing...
  December 24, 2010 at 9:16pm - Like - x3 13 people - Flag
- Nothing.
  December 24, 2010 at 9:16pm - Like - x3 8 people - Flag
- nothing.
  December 24, 2010 at 9:16pm - Like - x3 6 people - Flag
- The fact that you don't live near me.
  December 24, 2010 at 9:18pm - Like - x3 8 people - Flag

Mart
I absolutely hate Mr..... I wanna burn shoot this
Fucker... Maybe one day ill bring a gun to school and end it all, who knows... Maybe
sooner then later... Ill fuck this Jerk up
9 minutes ago - Comment - Like

Peter
Dear Martin,

I am not only shocked, but also absolutely stunned by your
words. This is absolutely disgusting and I want to really
encourage you to seek help as soon as possible. You may not
come to school tomorrow or at any point until encouraged to do
so. I have taken a Screenshot of your Words and sent it to
your parents and the school counselor, ... . I am also
thinking forwarding your case to the police.

Thank you for your understanding and good luck,
Mr.
4 minutes ago

Write a comment...

Clint McCance Seriously they want me to wear purple because five
queers committed suicide. The only way im wearin it for them is if they
all commit suicide. I cant believe the people of this world have gotten
this stupid. We are honoring the fact that they sinned and killed
themselves because of their sin. REALLY PEOPLE.
20 hours ago - Comment - Like
What is Personal Publishing?

Publishing is the process of producing and publicly distributing information. You can publish a variety of content, including your ideas, experiences, stories, observations, or opinions. Additionally, you can publish the pictures you take, videos you produce, or other forms of art you create. Publishing your work allows you to share your life and obtain feedback from others as well as preserve long-lasting memories for years to come.

Technology has enabled teen authors to readily publish their writings and other creative endeavors. If you have ever written a blog entry, posted a comment or reply on a website, uploaded a video to YouTube, posted a picture to Facebook, or uploaded an audio podcast to a website, you’ve participated in personal publishing. Online publishing allows for quick and easy feedback from friends, adults, or even experts from around the world. The benefits of this new ability create some risks that you should be aware of. This brochure is designed to help inform and guide you to enjoy personal publishing in a safe, responsible, and productive manner.

Issues to Consider

Audience: Anything you publish could eventually be read and seen by anyone. Even though you may think that only certain people are able to access your information, pictures, or videos published, you may be wrong because we do not have complete control over it once we write, print, send, or post something. You never know who is looking over your friends’ shoulders, or if those friends might take the content, spread it around online, or use it against you.

Anonymity: Using a pseudonym (fake name) can attempt to disguise your identity while developing your writing or artistic skills. Technology has made it much easier to appear to publish something anonymously because you can use a screen name, alias, or temporary email address. That said, just about everything that is published can be traced back to a specific person since everything done online has what is called a “digital footprint.” This footprint can enable authorities to discover where every piece of information on the Internet came from and who wrote/posted it.

Permanence: What you publish may be seen by others for many years to come. This can be a huge benefit, but it can also be problematic if you publish something inappropriate, embarrassing, or hurtful to others. Think about how you would feel if your parents, future college admissions office, or employer saw what you published?

Copyright: It is wrong to copy, use, or publish anything under your name that you did not personally create without getting permission from the person who did. For example, if you are using someone else’s words or pictures, you should give them credit by acknowledging what they wrote or said, or get permission from the person who originally took the picture. This is more than just common courtesy; it is also the law.

Free Speech: Publishing our thoughts or ideas is a form of speech that is often protected by the First Amendment. Having the right to free speech, however, doesn’t mean that we can say whatever we want, whenever we want. You can’t, for example, publish threats against someone else or ruin their reputation.
Potential Consequences

Remember that you will be held responsible for any inappropriate or questionable content that you publish. Do not send or share any content that may call into question your integrity or may be misinterpreted as offensive or inappropriate. You could damage your reputation with your friends or be punished by your parents, and you may also get into trouble with the law.

Questions to Ask Yourself

- Would anyone be embarrassed or hurt by what I published?
- Who will be able to see what I published?
- What would my parents or teachers say if they saw what I published?
- How would I feel if the head of my dream job or dream school saw what I published?
- How would I feel if what I published was all over the national news?
- Am I proud of what I published?
- Do I have a clear conscience about what I published?

Guidelines to Publish By

- Assume that everyone will see what you publish. You have little control over who might see what you publish.
- Consider that people might use what you publish to make fun of you or cause you harm. How might your worst enemy use what you published to make life miserable for you?
- Do not publish inappropriate language or gestures. You don’t want people to judge you negatively when they see your work.
- Do not publish something that you didn’t create. Use your own creativity to publish original content.
- Involve your parents. Show them what you are creating, publishing and posting so they know they can trust that you will use good judgment.

As a leading printer of student-developed content, Jostens is committed to helping students develop journalism skills and understand the value as well as the responsibilities associated with publishing. Jostens is honored to present this expert advice to guide students and support educators and parents. Dr. Justin W. Patchin and Dr. Sameer Hinduja educate teens and adults about the safe and responsible use of the Internet and other communications technologies. Visit www.cyberbullying.us for more information.
A Guide to Facebook for School Faculty, Administration and Staff

By Kevin Prentiss, Co-Founder Red Rover

“Should I, as an academic professional in higher education, have an online social networking account?” Yes, and here is why and how.

The phenomenon of Myspace and Facebook snuck up on us like a freight train with a silent running motor. In just 4 years, social networking sites grew to over 300 million accounts with 93% of all college students using them and 63% logging in every day. With numbers like that, it’s dangerous to turn our backs and pretend these sites will go away like the pet rock, big hair or the Y2K bug.

Many academic professionals already have accounts and see the benefits for themselves and their career.

For example, Facebook has several public groups directly related to student affairs professionals:

- Student Affairs Professionals Unite (2,300+ Members)
- Student Affairs (1,025+ Members)
- Student Affairs Professionals (1,376+ Members)

These groups are a database of collective knowledge from student affairs professionals around the country. The group’s participants share and discuss real campus issues, such as:

- Marketing Ideas
- Low Cost Programming Ideas
- Residence Hall Research
- Black History Month Ideas

This technology allows us to connect and share information in ways we never could in the past. So from a career standpoint, a great value exists in using social networking sites to connect with other SA professionals.

Part of the job of student affairs is to increase student engagement on campus. To increase engagement we have to increase our relevancy to them and their world. We have to keep up with the world they live in. We understand our world, but how well do we understand their world? To remain relevant to today’s students, we have to engage ourselves in their world, and that means having a social networking account. However, having an account comes with rules of engagement.
The Rules of Engagement:

1) Facebook – Create a Facebook account, don’t worry about Myspace. Wired magazine predicts that Myspace will splinter this year, and more importantly the majority of 17-25 year olds prefer Facebook.

2) Understand Your Purpose – Facebook is a social environment first, an academic environment second, or maybe even fourth or fifth. The worst thing you can do is create an account and then post messages to all your students about work related activities. This is equivalent to going to a party and bringing an Excel sheet with the school’s budget. Your primary purpose should be to connect with your students. Work will become a byproduct, as I will explain later.

3) Friendships – Don’t feel offended if you are not immediately bombarded with friend requests from all the students you work with. Don’t feel hurt if some students who you request to be their friend politely decline. It’s nothing against you personally, some students prefer not to open up their entire world to your position in the institution and you should respect that. It’s that kind of privacy filtering that also keeps them safe on the Internet.

Think about their Facebook account as their dorm room and understand that some would not feel comfortable having you hanging out on their couch. Seek out those that you have a pre-existing relationship with and friend them first, then let the more distant acquaintances friend you at their discretion.

4) “Poking” – If someone “pokes” you as friends, it’s proper Facebook etiquette to “poke” them back.

5) Profiles – You have every right to share as much or as little about yourself as you want. Just remember you are still their advisor and it might be awkward for a student to read about how their advisor has a passion for European nude beaches. You are also still an employee and representative of your school or university. That said, don’t expect your students to have the same discretion as you do. Their profiles may be filled with info that makes you want to cringe. The reason for their lack of awareness comes partly from a lack of education on the topic, and partly from the stage of brain development in their prefrontal cortex, the processing center that, among other things, considers the consequences of their actions. Full brain development does not occur until our mid-twenties.

Expect them to read all about you on your profile, but you should cautiously reciprocate that offer. I suggest not spending time snooping around your student’s pages. If they comment you can comment back. If they ask you to read something then read it. Otherwise remember you are a guest in their world, so you are playing by their rules.
6) **Work Messages** – The time will come, quicker than you expect, when a student will message you about something work related. When this happens, first, stuff your eyeballs back into their sockets. Second, respond to the question. There is a BIG difference between you initiating a work matter with a student and them initiating it with you. Yes, it’s unfair but those are the rules of engagement.

One advisor told me about how he was using Facebook to stay in touch with his students on a personal level, but more often than not they kept emailing him about work questions. It got to the point where he was upset because he felt like all the students wanted to use his account for work when he just wanted to be friends. If this happens to you, know you are still building the relationship simply by being able to communicate in their world, even if it’s work related.

7) **Campus Marketing** – Facebook is a great place to promote events happening on your campus, if you understand how. Get your students to do all the promoting; don’t ever let promotions originate from your account. If it comes from the students it’s cool, if it comes from you, it’s more often lame. Sorry, I still thin

8) **Networking** – Take the time to be active in peer groups like the ones listed above. In this environment be proactive in messaging, poking and sharing about your profession. Don’t worry about the students, they are going to see everything you do in their “mini-feed” (a report of your Facebook activities that all of your friends get) so the more you use Facebook, the cooler and more savvy you’ll look to your students. The real reason to use it is for your own networking as gold mine of information, resources, and relationships related to your career.

9) **The Bad** – What if, while you are online, you see something that is damaging to your school? This is one of the hottest issues with schools right now. Every school handles this situation differently, mostly because there is a wide range in behavior policies and understanding of the technologies. Also there is a difference between public and private schools in terms of freedom of speech. The extreme reaction has been punishing all parties involved and blocking Facebook on their campus. Others have created yearlong educational programs for their students. Most schools fall somewhere in the middle and have yet to develop a healthy policy that works for both the students and the administration. If your school is in the middle, then it’s your discretion as to how to react. If you do see something questionable, often times a simple reminder message to a student will help them clean up their profile.

Whatever your school’s policy, remember that online networking technology is here to stay and will become a bigger and deeper part of our lives. Myspace and Facebook are just the start. Being proactive by educating your students on proper and effective use is a great place to start.

These 9 points act as a starting point for you to venture into the online social networking world. Facebook can be an amazing engagement tool for you to connect with your students. The personal benefits of networking with peers from around the country is the icing the cake. So go ahead and create your account and upload your first picture. See you on Facebook. Poke!