Social Media:
Think Before You Ink

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Social Media in Action

Vancouver Stanley Cup Riots – illustrates the power of social media.

This event illustrated…

- Speed
- Benefits
- Challenges
- Permanence

What are Social Media?

A vast array of online networks which allow for the exchange, creation and consumption of text, photos, audio and video content.

- Examples:
  - blogs
  - wikis
  - social networking sites
  - media sharing sites

Social Media Landscape

Cavazza, 2008. Social Media Landscape. [graphic] Available at: <http://www.flickr.com/photos/fredcavazza/2564571564/> [Accessed 02 Oct 2011].

Social Media in Action

Aayles, 2011. Vancouver riots 10. [photograph] Available at: http://www.twirlit.com/2011/06/16/vancouver-riots-2011-photos-city-destroyed-after-canucks-loss-watch/vancouver-riots-10/ [Accessed 01 Oct 2011].

The Speed of Social Media

Well documented in photos and video

Posted almost instantaneously to social networking sites and services (Facebook, Twitter, etc)

Aayles, 2011. Vancouver riots 6. [photograph] Available at: http://www.twirlit.com/2011/06/16/vancouver-riots-2011-photos-city-destroyed-after-canucks-loss-watch/vancouver-riots-6/ [Accessed 01 Oct 2011].

The Benefits of Social Media

Provided an online network for people to share information in an effort to identify those who caused damage during the riots

The Challenges of Social Media

Nathan Kotylak was one of the first identified through Facebook

Information regarding Nathan's personal information was posted online

Kahmann, 2011. Nathan Kotylak. [photograph] Available at: http://sports.nationalpost.com/2011/09/27/water-polo-canada-suspends-player-involved-in-vancouver-riots/ [Accessed 02 Oct 2011].

The Challenges of Social Media

Ryan D. (2011, June 20). Rioting teen Nathan Kotylak and family face backlash, forced to leave home. The Vancouver Sun. Retrieved from http://www.vancouversun.com

Family had to leave their house

Banned from representing Canada in international competition

Water Polo Canada membership revoked.

No formal charges had been laid by authorities

The Permanence of Social Media

How will the internet and online community remember you?

Living on the Global Stage

There is no longer a distinct separation between our actions online and our in the “real world”.

How we interact and treat one another is no longer limited to our neighbourhood or community. We are now acting on a global stage.

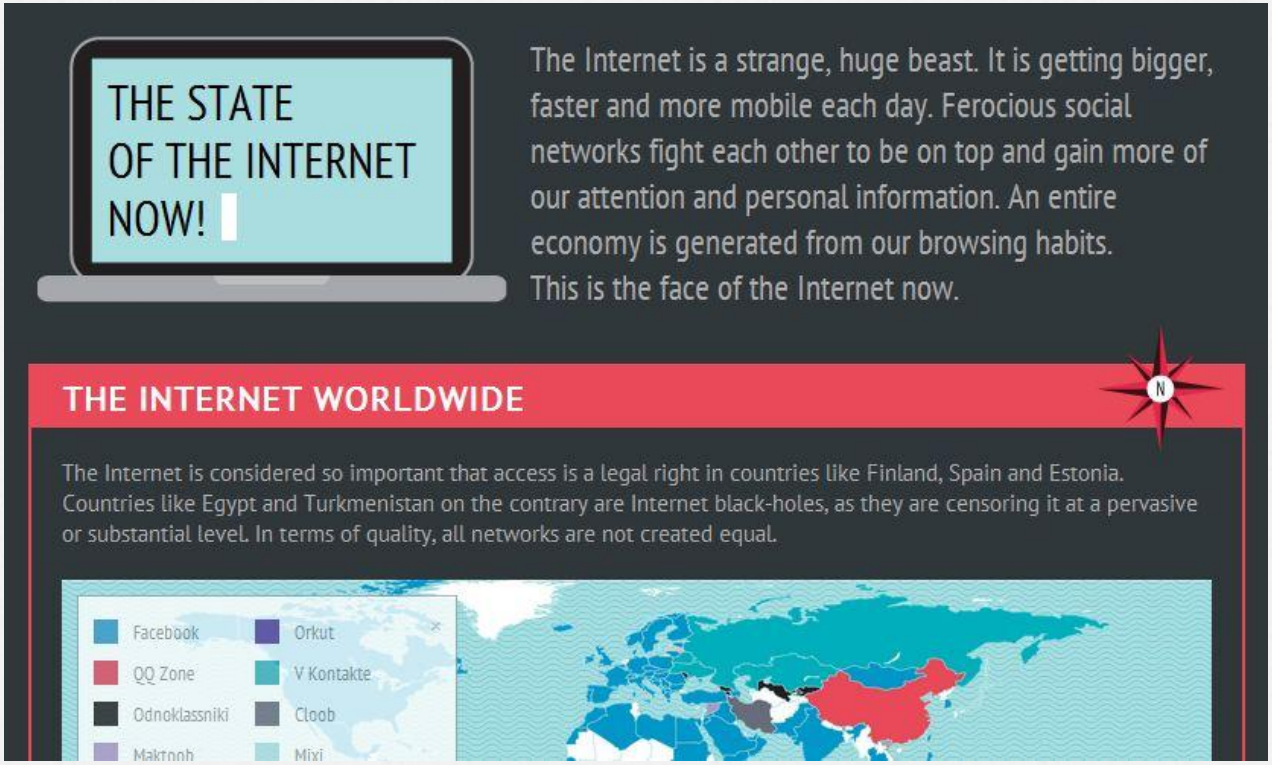
Positive social interaction is more critical than ever…

Gigapixel http://www.gigapixel.com/image/gigatag-canucks-g7.html

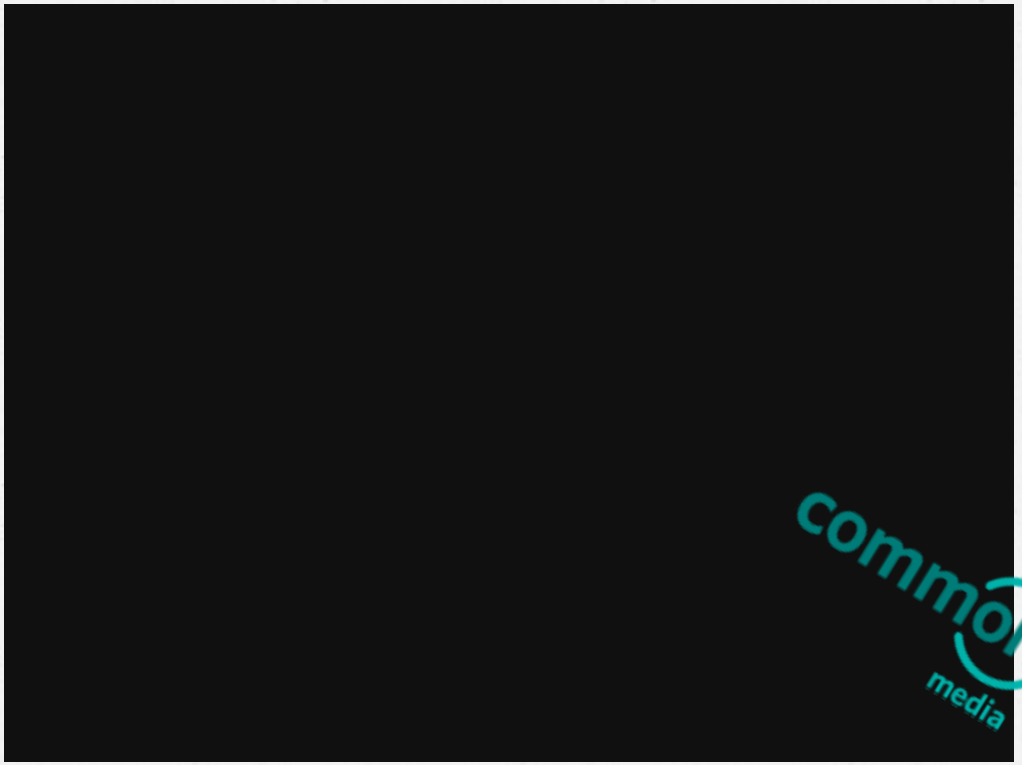
Living on the Global Stage

Miranda, 2011. Before the riot. [photograph] Available at: http://www.gigapixel.com/image/gigapan-canucks-g7.html [Accessed 02 Oct 2011].

Who Uses Social Media?



What do students think about Social Media?



http://www.commonsensemedia.org/advice-for-parents/digital-life-our-kids-connected-culture

Do Our Youth…

- Understand that what we do online has the ability to be seen by everyone
- Understand that what we do online is permanent
- Understand that there are real people behind avatars, tags, user names .gamer tags, handles, etc.?

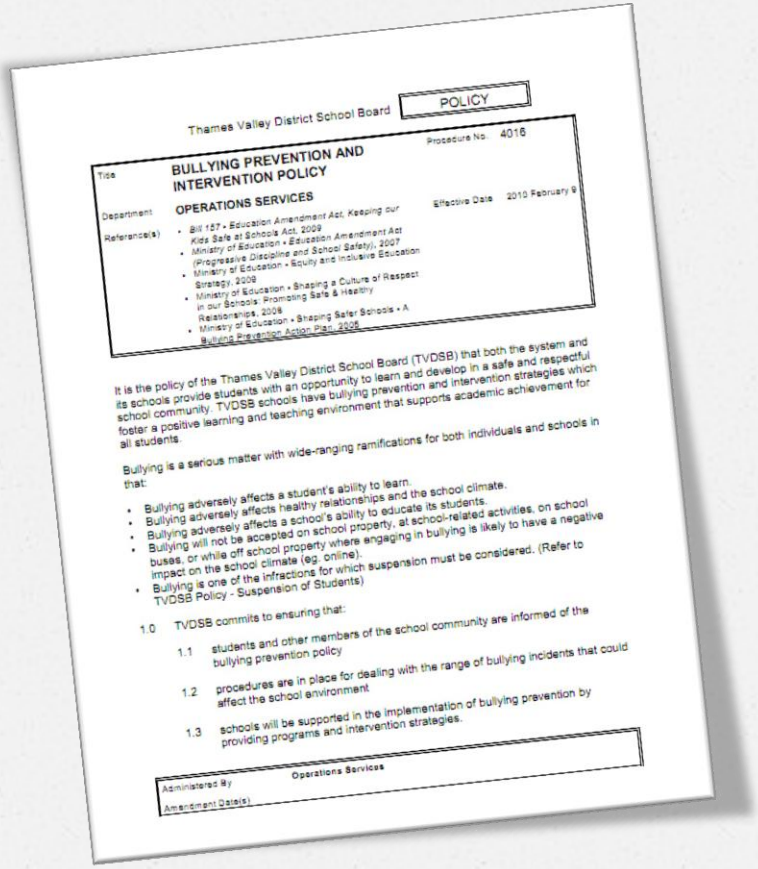
There really is someone there

The expectation that what we say online is what we would say in person.

http://www.youtube.com/watch?v=bdQBurXQOeQ&feature=related

Consequences of our Actions

- Safe Schools Policies and Procedures
- Bullying Prevention and Intervention
- Suspension of Students



Thames Valley District School Board POLICY

Title: BULLYING PREVENTION AND INTERVENTION POLICY
Procedure No.: 4016
Department: OPERATIONS SERVICES
Effective Date: 2010 February 9
Reference(s):
- Bill 157 • Education Amendment Act, Keeping our Kids Safe at Schools Act, 2009
- Ministry of Education • Education Amendment Act (Progressive Discipline and School Safety), 2007
- Ministry of Education • Equity and Inclusive Education Strategy, 2009
- Ministry of Education • Shaping a Culture of Respect in our Schools: Promoting Safe & Healthy Relationships, 2008
- Ministry of Education • Shaping Safer Schools • A Bullying Prevention Action Plan, 2008

It is the policy of the Thames Valley District School Board (TVDSB) that both the system and its schools provide students with an opportunity to learn and develop in a safe and respectful school community. TVDSB schools have bullying prevention and intervention strategies which foster a positive learning and teaching environment that supports academic achievement for all students.

Bullying is a serious matter with wide-ranging ramifications for both individuals and schools in that:

- Bullying adversely affects a student's ability to learn.
- Bullying adversely affects healthy relationships and the school climate.
- Bullying adversely affects a school's ability to educate its students.
- Bullying will not be accepted on school property, at school-related activities, on school buses, or while off school property where engaging in bullying is likely to have a negative impact on the school climate (eg. online).
- Bullying is one of the infractions for which suspension must be considered. (Refer to TVDSB Policy - Suspension of Students)

1.0 TVDSB commits to ensuring that:

1.1 students and other members of the school community are informed of the bullying prevention policy

1.2 procedures are in place for dealing with the range of bullying incidents that could affect the school environment

1.3 schools will be supported in the implementation of bullying prevention by providing programs and intervention strategies.

Administered By: Operations Services
Amendment Date(s):

What can we do?
Where do we start?

Think Critically

Question our assumptions about social media

The Business of Social Media

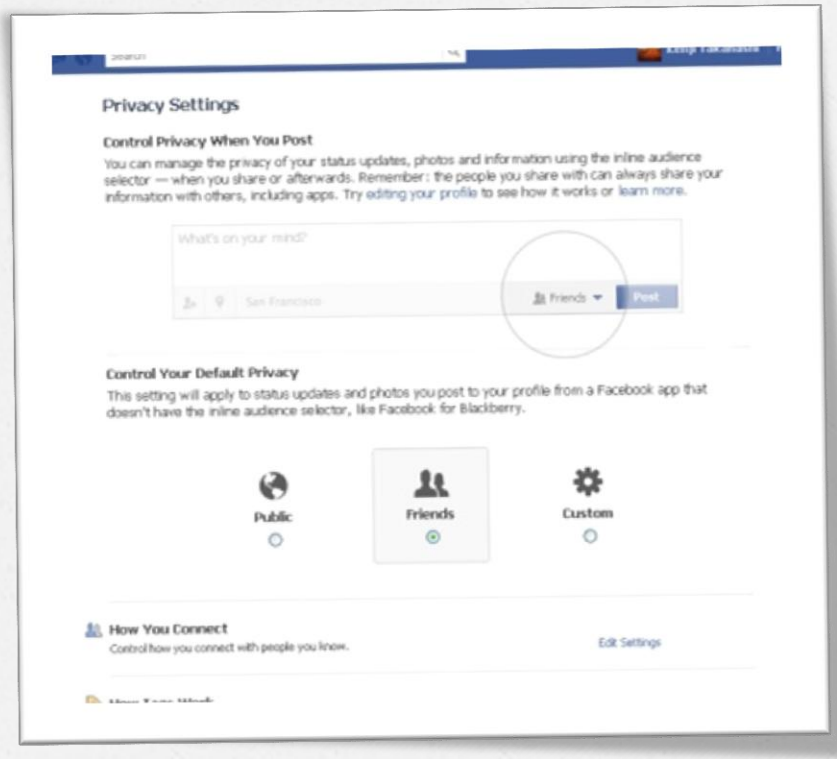
Companies can reach Canadian youth through targeted social media…

Connect 13 Media Kit

Cardinal Venture Partners, 2005. Connect13 logo. [image online] Available at: <http://www.cardinalventurepartners.com/photos/portfolio/Connect13_logo.png> [Accessed 02 Oct 2011].

FaceBook Privacy Settings

Effectiveness of Privacy Settings



- Get to know these pages and settings
- Understand your options
- Copying of images
- Geotags
- Check often as these are always subject to change
- Nothing is really private online

Consider What You Share Online

- What if my spouse, child, parent, boss, read this?
- What are the possible consequences?
- Once posted, it is impossible to reverse

Reyes-McDavis, 2008. Blog Marketing Up Close Word Blog Graphi. [photograph] Available at: <http://www.flickr.com/photos/mariareyesmcdavis/2889870505/> [Accessed 02 Oct 2011].

Consider What You Share Online

http://www.youtube.com/watch?v=CE2Ru-jqyrY&feature=related

"A lie gets halfway around the world before the truth has a chance to get its pants on."

-- Winston Churchill

How can we better support our students as they navigate social media?

Curriculum Connections

- Media Literacy
- Healthy Living

Resources

NSteens
A PROGRAM OF THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

common sense media

TVDSB → Safe Schools → Internet Safety Activities and Resources → Teacher Resources

On a Very Positive Note

What are the benefits of Social Media?

- Connecting with others quickly (social events, important announcements, warnings, etc.)
- Sharing and gathering information and news
- Transparency and accountability (citizen reporting, reviews, feedback and testimonials)
- Social Awareness and Action

Social Media and Education

- Encourages collaboration
- Encourages creativity
- Provide authentic context (ex. critical thinking) and content (ex. current events)
- Another means for communication (ex. Moodle, Edmodo & Desire 2 Learn)

The Power of One

"Focus on how to be social, not on how to do social."

- Jay Baer, Convince & Convert

Where are you?

Video: Where are you?