

FACEBOOK: GETTING BY WITH A LITTLE HELP FROM YOUR FRIENDS

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Please power off all ...

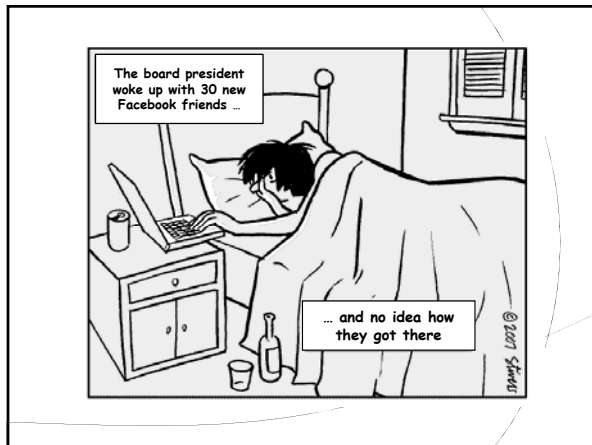
Cell phones	PDA's
GPS systems	Digital cameras
MP3 players	Portable DVDs
Gaming systems	Handheld scanners

iPods, iPads, iPhones, iMacs ... anything
with a name that begins with 'I'



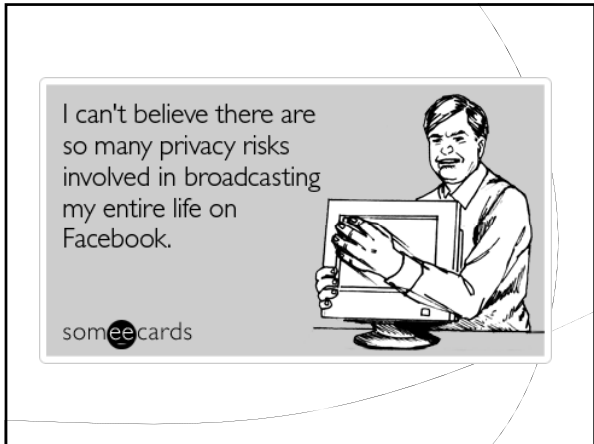
Facebook Facts

- Facebook has more than 350 million active users and is the most visited website in the world, recently passing Google
- The site generates 770 billion page views per month
- 28 million people over the age of 45 are active on Facebook

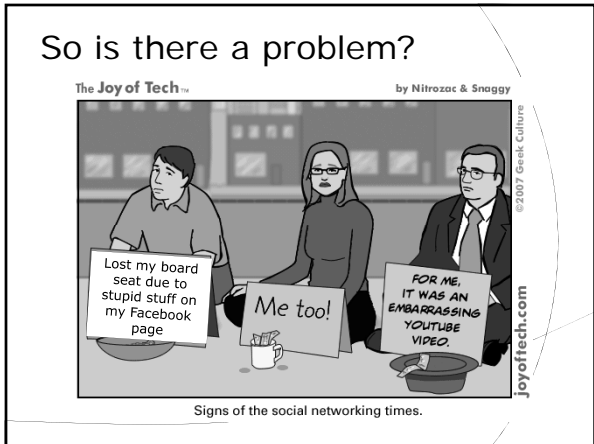


● The average user:

- Has 130 friends
- Spends an average of 15+ hours a month on the site
- Is connected to 80 community pages, groups and events
- Creates 90 pieces of content every month



- Areas of concern include:**
- Content that is unprofessional, inappropriate and damaging to a member's credibility
 - Updates and pictures that portray a board member in an unprofessional manner
 - Content that violates laws governing meetings
 - Content that undermines or avoids the deliberative process meant to take place at the board table



Board member status updates:

- Geez, people, it's a speech by the president!
WHY WOULDN'T WE SHOW IT TO STUDENTS??
- Worn out today and sure don't feel like a long board meeting!
- Great visit to our schools by the Gov and Lt Gov. Probably shouldn't say it but ... the Lt Gov is HOT!
- Wish some people would remember why we are here – it's about the kids, stupid!

Ripped from the Headlines

New York – A board member's Facebook page became front page news – photos with friends, displaying bottles of alcoholic beverages , and wearing a shirt that read, "Welcome to America - now speak English"; and a status update that says, "I'm not racist; I'm selective." The 'F word' was also used several times.

Ripped from the Headlines

Arkansas– a board vice president posted an anti-gay rant on his Facebook page, using derogatory terms and stating he wanted gay people to 'commit suicide'. After a firestorm of publicity, including national coverage, the board member resigned.

Ripped from the Headlines

Michigan – A board member posted that she used her position to "throw roadblocks" in the way of teacher seeking funding for the drama department.

Ripped from the Headlines

North Carolina – A board member posting during a meeting: "Today is brutal-- meeting from 3-5 with County Commission on student achievement, Policy Committee from 5-6 and now 45 speakers on the agenda... YIPPEE! Bring on the Motrin and caffeine!"

Ripped from the Headlines

Iowa – Several photos appeared on the board president's Facebook page, showing him at a Halloween party, dressed in a sombrero and Mexican poncho, wearing a fake black mustache. He was posing with his arm around a woman, and the are both holding a drink.

A fellow board member objected to the photos, saying they were vulgar, and degrading to women and Latinos.

Ripped from the Headlines:

Illinois – A board president's status update stated:

"Really after standing up for the teacher's association the past 3 years, they are going to go after me. KMA. Watch how much support you get in the future. Look at your leadership they will lead you exactly where you want to go."

The president said in his own defense that he only had 81 friends and few of them are teachers.

Ripped from the Headlines:

New Jersey– A board president posted on his Facebook page:

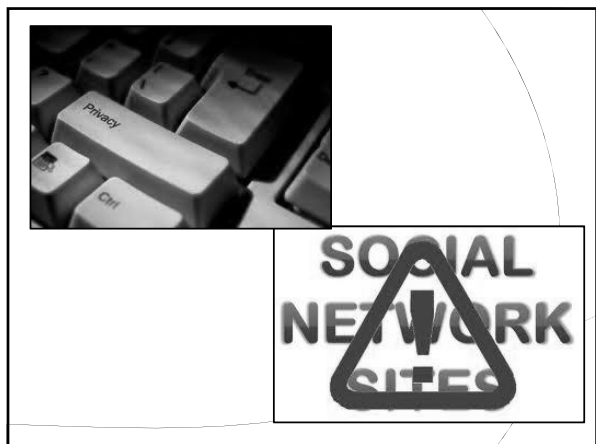
"Garden City cut 27 staff positions last week, yet USD 480 administration wants to add over \$600K+ in extra administrators at tonight's Board of Education meeting. Please contact other board members and encourage them to join me in voting 'no' for this irresponsible spending proposal. Their plan is to pay for it with a tax increase."

Just board members?

Connecticut: The newly hired superintendent posted that his first day on the job involved "counseling an administrator to retire or face termination," followed by 😊

He also wrote he slept until 10 a.m. on his first day, saying it would be "the best job ever" if that happened every day.

The board voted 4-1 to approve a settlement calling for the superintendent's resignation.



Personal use of Facebook

A few dilemmas:

To friend or not to friend:

- fellow board members
- staff members
- parents
- students

Who am I on Facebook?

- private citizen or ...
- a board member?

Common Sense Rules for Facebook:

- Understand your privacy settings and check them often but ...
- Don't depend on your privacy settings
- Be thoughtful about updates and photos on your page, and closely monitor what others are posting on your wall
- Never disparage fellow board members, staff members, students, or the school system

Remember:

- Anything posted can be:
- Easily forwarded to the multitude
- Subject to a public records request
- Subpoenaed by a court
- End up on a Google news feed
- End up on Leno or Letterman

Are you a private citizen or a board member on Facebook?

No matter what your intention, you are **always** viewed as a public official representing the board, the school district and its employees, and most importantly, the students

Post accordingly!

Fellow board members behaving badly:

Laws vary state by state:

- censure
- recall
- rationale for removal

One thing all states have in common:

No matter the degree of fault, the consequences of a bad Facebook post will consume the board's time and focus

Fellow board members behaving badly:

Some suggestions:

Don't wait until there's a problem

❖ Address social networking in:

- new board orientation
- your board handbook
- your board retreat

Campaigning on Facebook

Pros:

- Free
- Fast way to generate support, volunteers and votes
- Another less formal means of communication
- Far reaching effects – you post to fans who repost to their friends, etc.

Campaigning on Facebook

Cons:

- Must be closely monitored
- Must be kept updated
- Must be within legal limits of state campaign laws

Suggestions for campaigning on Facebook

- ❖ Do your homework!
 - Research the various options on Facebook (fan page vs. profile)
 - Check with your state association and board attorney regarding legal restrictions
- ❖ Remain positive
- ❖ Refrain from negative campaigning or discussion of your opponents
- ❖ Remove the page after election day

If you really loved me,
you would say it on
my Facebook Wall.

someecards



facebook

Questions?
