NYC Department of Education
Carmen Fariña, Chancellor

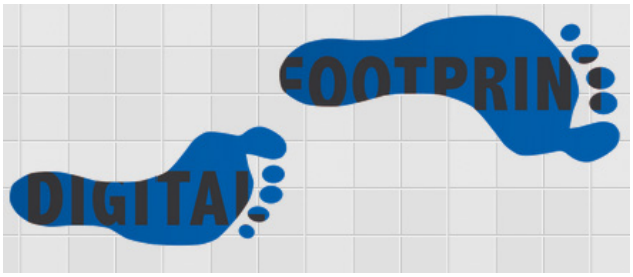
NYC DOE Student Social Media Guidelines

Being familiar with and able to use social media along with other kinds of digital communication is essential to being a successful global citizen. Access to information can result in tremendous advantages, but it can also create new responsibilities — and students need to be aware of both.

The DOE's student social media guidelines, professional development, and supporting materials are intended to help educators help students understand these implications. The materials cover four topics:

Create the Digital Image You Want

Discover how students can control their own digital images and consider how they want the world to identify them.



Take Threats of Cyberbullying Seriously

Find out how to help students and their parents identify cyberbullying and know what to do if it happens.

Consider the Consequences of Your Online Actions

Learn how you can help students consider the consequences of their online actions, including when to protect themselves, how to adjust privacy settings, and when they should block or report someone.

Post Responsibly – Be Mindful of Your Audience

Know how to support students in posting responsibly, so that their online presence will be a positive one and their remarks helpful to others.

Contact us at SocialMediaPD@schools.nyc.gov

Visit our website at schools.nyc.gov/SocialMedia

Keep the conversation going on Facebook https://www.facebook.com/groups/DigiLitNYCDOE/

Use our hashtag #SoMeGuidelinesNYC

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NYC DOE Staff Social Media Guidelines

Social media can enhance teaching, learning, and communicating as well as provide both educational and professional benefits. The staff social media guidelines recommend practices for communicating through social media with staff and students in a safe and responsible manner.

The DOE's staff social media guidelines, professional development, and supporting materials address the following topics:

Personal Social Media Use

Find out what is recommended practice for personal social media use.

Communicating with Students

Receive guidance on how and when it is appropriate to communicate with students on social media.

Professional Social Media Use

Discover what you need to know about suggested practices for parent notification, supervisor approval, and more.

Applicability of DOE Policies and Other Laws

Learn which laws and policies govern social media use. Discover what your school and principal must do to comply with the Children's Internet Protection Act.

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