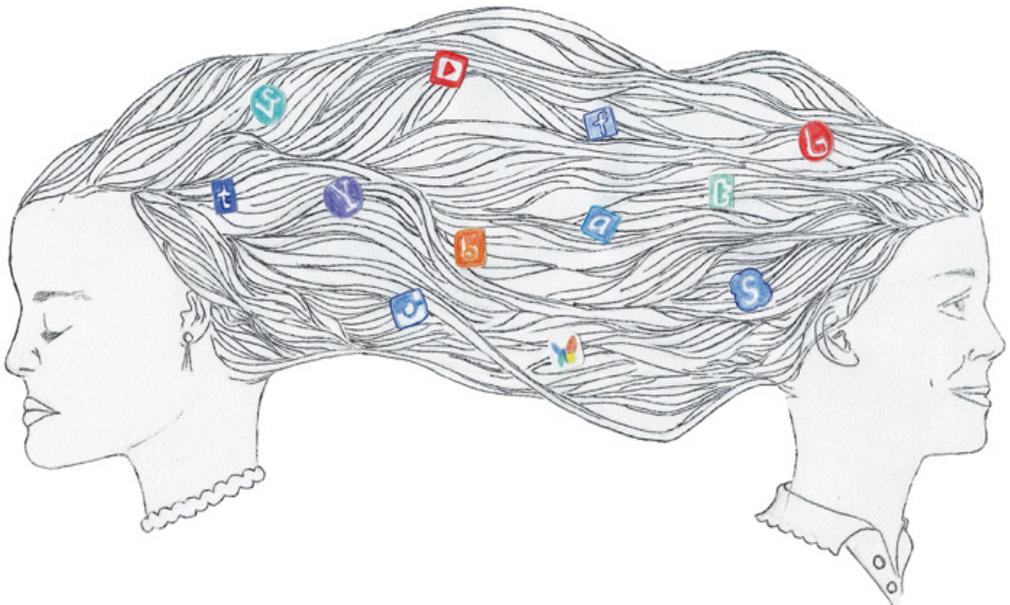


A social media charter

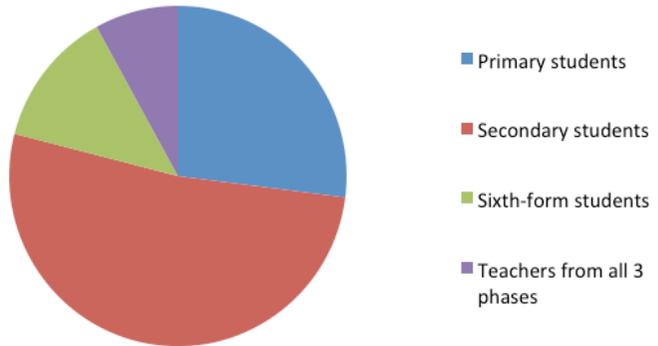
for schools and colleges



This charter represents the views of students and their teachers from 9 East Midlands schools and Colleges about social media and its use for educational purposes. It uses the words of the participants verbatim to allow you to hear their voice.

The breakdown of participants in two events hosted by the University of Leicester and Wyggeston and Queen Elizabeth I College, Leicester is shown below:

Participants (%) n=102



The events formed *Social Media In Lifelong Education (SMILE) 2014: The Debate (29 October - 4 November 2014)* as part of the Economic & Social Research Council's Festival of Social Science. Participants debated through an art competition, voting, a knowledge café and discussions about videos from international perspectives on social media use.

We hope you find this useful to the development of policy and practice in your school. Please find further information about the event, recommended resources and contact details at the end of the charter.

Contributing schools

- Beaumont Leys School, Leicester, Leics
- City of Leicester College, Leicester, Leics
- Crownhills Community College, Leics
- Judgemeadow Community College, Leicester, Leics
- Parwich Primary School, Ashbourne, Derbys
- St Edward's Catholic Primary School, Kettering, Leics
- St Paul's Catholic School, Leicester, Leics
- The Lancaster School, Leicester, Leics
- Welland Park Academy, Market Harborough, Leics
- Wyggeston and Queen Elizabeth I College, Leicester, Leics

This charter was compiled by Alison Fox and Terese Bird

With thanks for their support with the events to Education CPD+ staff, Aidana Shilibekova and undergraduate volunteers from the University of Leicester departments of Engineering, Psychology and Media & Communication.

The way forward - LET'S GO!

The benefits:

- Using social media for teaching and learning (will) add fun to lessons (40%)
- We can use social media to learn to accept different views and opinions.
- We would enjoy the chance to communicate with other schools using social media.
- We can compare work over time to see how students have improved for example in their reading, writing and also speaking.
- Social media can be useful to learners as it is immediate. You don't need to wait.
- Social media makes everyone more aware and up-to-date of what is going on in the world around them. You can find out about news quickly and keep up-to-date.
- Use social media for research, getting a wealth of information quickly.
- Use social media to increase student confidence by saying what they think.



Image courtesy of Jai, Wyggeston and Queen Elizabeth I College

For school leaders:

- Schools should provide access to social media if they want to use it for teaching and learning (63%)
- Can there be a children-only social media site or child-friendly social media platform? We need a safe space for students which wouldn't tolerate bullies, rude pictures and hurtful messages to replace the other social media tools. Some of us use Edmodo. It is like a mini Facebook and is great for sharing work.
- Students and teachers are both likely to have similar experiences of social media and should work together on how best to use them for learning (40%)
- 'Flipping' the classroom should be the normal way to learn.
- We need some social media etiquette.
- Have regular sessions about using social media, which keep staff and students up-to-date, ensuring that we remain aware of how to avoid and deal with cyberbullying.
- Have central places in schools where students can use social media in social environments.
- Social media such as Instagram, Twitter and Facebook could be effectively used for advertising and marketing a school.
- It is good for parents (and grandparents) to be linked into a school's social media so they can help 'move you on'.

In caution...! LET'S PAUSE

The concerns:

- Social media is related to the bullying of students (34%)
- Social media offers a lack of privacy - so that strangers can find out about you (27%)
- People (students or teachers) are putting up things on social media that they later wish they hadn't (21%)
- There is a lack of money for us all to use social media for education. We haven't all got ipads, ipods and iphones.
- Grown-ups are sometimes a bad influence in how to use social media.

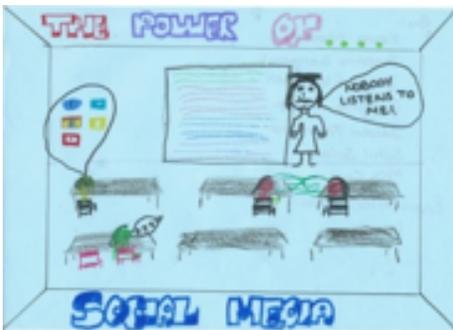


Image courtesy of Beaumont Leys students

For school leaders:

- You can't stop children using social media and the internet. It is only possible to educate them about using it safely.
- Not all teachers can operate the technologies and will need encouragement and support.
- It doesn't matter whether teachers use social media or not as long as they teach well. They have their degree and qualifications and teaching methods should be their choice.
- If teachers are to connect with parents using social media they should not be doubted. Teachers should be trusted enough to get on with their job.

For teachers:

- Teachers could connect with parents through social media but not expect them to do this out-of-hours as this is unfair.
- If you expect students to use social media you might get them in the habit of using them 24/7.
- If children are expected to use social media too young they are more vulnerable and may give away personal details to strangers.
- If you let teachers know you have used social media to help with your homework, they may think you have been copying, even though it has helped you improve your work.
- Teachers might not know that students are keeping up-to-date with news through their social media use at home.

For students:

- 'Your screen is a false window of happiness'.
- Social media can waste your time.
- If you get friends with someone online and are planning to meet up, don't, as you may find it isn't the person you expected.
- People say mean things, mean words, rude things, take the 'mic' out of people and could be lying about everything. Even celebrities can be rude and use bad language. Do you want to hear this? Stop following these people.
- Accusations can be made on social media and no-one knows for sure whether they are true or false. These have led to cases going to court even if the post itself was removed.
- Once information is shared it can be stored by people, even if you delete it, so it is always out there.
- Using social media can be unsocial and be used to replace actual talking!
- People can make you feel inadequate and lonely when they contact you on social media. You could find yourself isolated and not want to go out into the world.
- On social media you can get adverts which are unsuitable or even scary. Tell someone about them.
- Social media can potentially influence your personal opinions as you may feel pressured, using status updates, 'likes' and tweets, to make you feel like you fit in.
- Parents may feel that they can't help you because they don't have any control of your use of social media (and not understand it).
- When you apply for a job your employers can use social media to find out what you are like and find too much information.



Image courtesy of Arthur, Welland Park Academy

Image courtesy of Kevin, St Paul's Catholic School



Resources and contacts

SMILE 2014: The debate project website (with art and video galleries)

www.le.ac.uk/smile2014

For further information contact: Alison Fox af173@le.ac.uk

Recommended (although unverified) video resources

Teachers and social media (SM)

- Digilit project Leicester - www.digilitleic.com/
(a Leicester City-based project about developing digital literacy)
- www.youtube.com/watch?v=yNPG7FjHpdQ (the challenges teachers face when using SM)
- www.youtube.com/watch?v=MK3onlle3OM (USA news item about guidelines produced for teachers)

Social media tools in action

- www.youtube.com/watch?v=razzPOPzrQs (extended video of a range of techniques using SM)
- www.youtube.com/watch?v=JOXPBYx5AOU (overview of the potential use SM for education)
- www.youtube.com/watch?v=9tLYGvE7w4g (USA example of how SM is used to connect with parents)
- www.youtube.com/watch?v=s-T7bqK2fGY (positive impact of social media on teenagers)

Twitter

- <http://youtu.be/PH0BQqwo8XU> (short video about why schools should use this)
- www.youtube.com/watch?v=Rlz7Q2-IGIU (overview of possibilities and issues)
- www.youtube.com/watch?v=4OxIz_3o300 (USA example of Twitter use)

Facebook

- www.youtube.com/watch?v=Vj-XCUIbbcE (example of use to teach History in USA)
- www.youtube.com/watch?v=3T8obVoZKFE (how to set up a 'Facebook' classroom) Blogging (and quadblogging)
- www.youtube.com/watch?v=OFKvwxemnyk (brief introduction)
- www.youtube.com/watch?v=ivDeXYB2IsA (overview of use in one Canadian primary school)
- www.youtube.com/watch?v=sCU2ptiySSY (teachers in the USA discussing their use)



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