


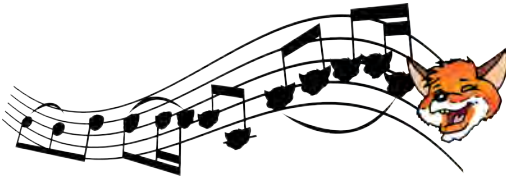
SOCIAL MEDIA FOR TEACHERS: Boon or Nemesis?

by Paul K. Fox for the DCMEA Virtual Conference July 9, 2020 at 9:15 a.m.





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Welcome & Introductions... Who is “The Fox?”



Paul K. Fox
State Coordinator of PMEA Retired Members
Chair of PMEA Council for Teacher Training, Recruitment, & Retention
Retired (2013) Performing Arts Curriculum Leader and Music Teacher,
Upper St. Clair School District, Allegheny County, Western PA
paulkfox.usc@gmail.com <https://paulfox.blog/>

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Goal: Balancing the Pro's & Con's of Social Media

Boon?

Nemesis?








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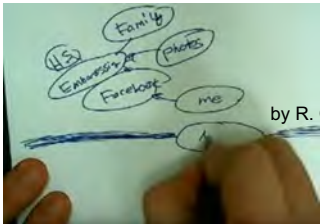


Facebook & Teachers should never mix?


Maintaining professionalism & appropriate relationships...


One teacher's "diagram of the drawbacks"

<https://www.youtube.com/watch?v=iSuQTwpB5-8>



by R. Ostermann





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DCMEA Conference

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“Around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.”

<https://www.pewinternet.org/fact-sheet/social-media/>



Naturally, some of these are **educators**. But with news stories of teachers being fired or disciplined for tweets, status updates, and Instagram photos becoming more common, educators can be (understandably) anxious when using social media.



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Essential Questions & Targets

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1. What are the professional expectations of teachers with regard to their “electronic” interactions with students?
2. Why and how should teachers control their “brand” or persona?
3. How do teachers’ use of emerging technologies such as social networking or cell phones present challenges to maintaining appropriate student-teacher boundaries?
4. What are some of the potential consequences for inappropriate use of technology?
5. How can you use technology to inspire your students?



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/default.aspx>

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Essential Questions

1. What are the professional expectations of teachers to their “electronic” interactions with students?
2. Why and how should teachers control their “brand”?
5. How can teachers’ use of emerging technologies such as social networking or cell phone challenges to maintaining student-teacher boundaries?

Resources/Ethics-

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Definition: So-cial Me-di-a

noun: social media; plural noun: social medias

“websites and applications that enable users to create and **share content** or to participate in **social networking**”

— Oxford Lexico.com online dictionary

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Definition: So·cial Net·work

noun:

1. a network of social interactions and **personal** relationships.
2. a dedicated website or other application which enables users to **communicate** with each other by posting information, comments, messages, images, etc.



— Oxford Lexico.com online dictionary



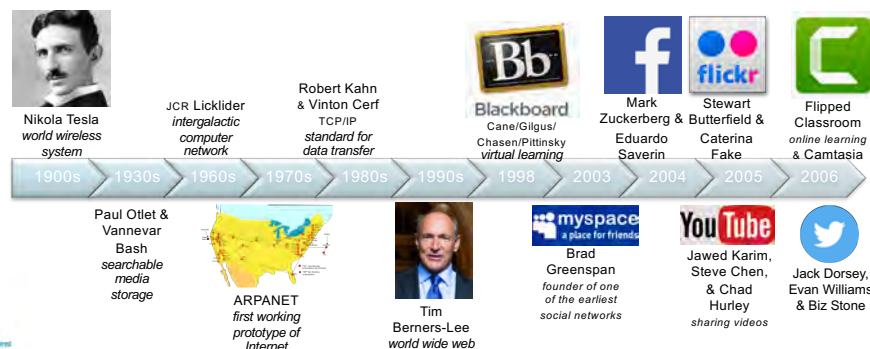
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Early Visionaries/Inventors of Social Media



<https://www.history.com/news/who-invented-the-internet>

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How many of these do you recognize or use?
Do you include students?



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Roll out of **Ed Tech Innovations**

Beginning in the late 80s, school leaders recommended **abstinence** from most social media, but then introduced “cutting edge” technological tools (many on the Internet) for use by teachers & students alike... a paradox?

- Interactive forums and online bulletin boards
- School websites and “teacher pages”
- “Electronic gradebooks” and “homework pages”
- Learning community management systems like Edline
- Blackboard, Blended Schools & other virtual learning environments



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Social Media in Education Problems

1. Communicating digitally/electronically with students may lead to the blurring of appropriate teacher-student boundaries and create additional challenges to maintaining and protecting confidentiality.



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Maintaining-Professionalism-in-the-Digital-World.aspx>



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Too Close Student-Teacher Relationship?

Technology & “safe boundaries?”

- **Trust** has evolved into the operative foundation of the relationship of students with their teachers.
- The duty of teachers is to act as a **fiduciary** in their students' **best interest** and to maintain a **safe environment** for their students...
- When a teacher enters into an inappropriate relationship with a student (e.g. “confidant” or “friend”), the teacher violates the recognized **student-teacher “boundary.”**
- When teachers allow a dual relationship, it creates **an ambiguity** in the student-teacher relationship where the roles are less defined, which fosters inappropriate actions and educator misconduct.



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Maintaining-Professionalism-in-the-Digital-World.aspx>



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Social Media in Education Problems

1. Communicating digitally/electronically with students may lead to the blurring of appropriate teacher-student boundaries and create additional challenges to maintaining and protecting confidentiality.
2. Texts, emails, and social media postings are not private, and may be seen by others, forwarded, and/or copied or printed.
3. Out of context, they may be misinterpreted, appear to be inappropriate, and/or lead to a violation of "The Code."
4. It is the responsibility of the teacher to control his or her "public brand," how he or she wants to be perceived by students, parents, colleagues, and the public. One's public brand can and does impact perceptions, which in turn can impinge upon effectiveness.



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Maintaining-Professionalism-in-the-Digital-World.aspx>

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Hidden Dangers of Privacy Settings

A department head is asked to resign because she did not notice a change in the privacy settings on her private Facebook account, revealed disparaging remarks about her students and boss.

https://www.youtube.com/watch?v=zU8m-4_CmtU



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“Let’s debunk the free speech myth:

Many teachers believe they have the absolute First Amendment right to post anything they want on social networking sites, including party pix and diatribes about the boss. After all, they’re on their own time and using their own resources.

Sadly, the courts say otherwise.”

– National Education Association



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Exercising Sound Judgment

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From the Professional Standards & Practices Commission (PSPC):

- Do not engage in activities that may reasonably raise concerns as to their **propriety**;
- Do not exchange notes, e-mails or other communications with a student of a **personal nature**;
- Do not place yourself in situations which could be construed as posing a **risk** to the student or facilitating an inappropriate relationship with students;
- Ensure that your actions always serve the **best interests** of the student;
- Be mindful of your **reputation** in the community.



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Action-Plan.aspx>

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Exercising Sound Judgment

From the Professional Standards & Practices Commission (PSPC):

It's the same for **both on** or **off-duty** conduct & tech use!

"Teachers must act in their private lives in a way that does not undermine their efficacy in the classroom, demean their employing school entity, or damage their position as a moral exemplars in the community."



<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Action-Plan.aspx>



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Sample Scenarios: Oops!

True story:

WTAE News (2010) Brownsville SD

https://www.youtube.com/watch?v=JOutieL_seI



Fictitious Case Studies (PSPC):

<https://www.pspc.education.pa.gov/Promoting-Ethical-Practices-Resources/Ethics-Toolkit/Unit4/Pages/Case-Studies.aspx>

Actual PDE Discipline Actions:

<https://www.pspc.education.pa.gov/Educator-Discipline-System-and-Reporting/Search-Adjudications-Orders/Pages/default.aspx>



<https://www.pspc.education.pa.gov/Pages/default.aspx>



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1. Know your school district or state's policies on social media.
2. Never "friend" or "follow" students on your personal accounts.
3. Keep your profile photos clean
4. **Do not affiliate yourself with your school on a personal profile.**
5. Do not geo-tag your posts with your school's location.
6. "Snaps" are forever! Anyone can take a screen shot of your posts.
7. **Never mention your school** or the names of staff or students in any post.
8. Set your Instagram account to private.
9. Never complain about your job online.
10. Never post photos of your students on social media



American Board for Certification of Teacher Excellence



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1. Establish separate accounts for personal and professional use.
2. Informed written consent is key.
3. Think twice before posting.
4. Know your privacy settings—and their limits.
5. Familiarize yourself with your school district or state's policies about social media posts.
6. Learn the law: **The Family Educational Rights and Privacy Act** (FERPA) and **Children's Online Privacy Protection Act** (COPPA)
7. Remain positive and professional in every post.

"As a savvy teacher, the benefits of using social media can outweigh the risks, if you mitigate them." 😊



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Emerging Technologies for Music Ed

New Applications/Websites:

Web/Cloud-based platforms e.g. SmartMusic, MusicFirst, Quaver Music

www.gmajormusictheory.org

www.musictheory.net

www.emusictheory.com/practice/

www.good-ear.com

davesmey.com/index.htm

teoria.com

ars-nova.com/theory.html



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Emerging Technologies for Music Ed

Sampling of recent articles in *NAfME* periodicals:

- Stop, Drop, and Scroll by Lori Schwartz Reichl (*Teaching Music* January 2020)
- Vision 2020 and Beyond by Linda Thornton (*Journal of Music Teacher Education* September 2019)
- Exploring Hybrid Teaching Spaces by Thomas Marcetti (*Teaching Music* August 2019)
- Another Perspective: Teaching Music to Millennial Students by Frank Abrahams (*Music Educators Journal* August 2015)
- Social Media in Music Education: Extending Learning to Where Students “Live” by Daniel J. Albert (*Music Educators Journal* November 2014)
- The Teaching/Learning of Digital Natives by Janice N. Killian (*Journal of Music Teacher Education* September 2011)



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Emerging Technologies for Music Ed

Innovations for the Music Classroom:

- NAFME *Music in a Minuet* blog-posts:
 - "How to Flip Your Classroom: Technology Ideas for Your Music Program and Rehearsals" <https://nafme.org/classroom-technology/>
 - "Social Media for Teachers" <https://nafme.org/social-media-for-teachers/>
 - "Building Your Personal Learning Network Using Social Media" <https://nafme.org/build-your-personal-learning-network-using-social-media/>
 - "The Socially Minded Music Classroom" <https://nafme.org/the-socially-minded-music-classroom/>
- "How Music Teachers Can Use the Power of Social Media" by Amanda Green <https://www.socialmediatoday.com/content/how-music-teachers-can-use-power-social-media>
- Mrs. Miracle's Music Room "Social Media for Music Educators" <http://www.mrsmiraclesmusicroom.com/2017/03/social-media-for-music-teachers.html>
- "Social Media Apps and the Music Classroom" by Paulo Camacho <https://medium.com/all-things-picardy/social-media-apps-the-music-classroom-7d55fade0220>



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Tools for Music Teachers: Ideas/Materials

Mrs. Miracle

- Pinterest
 - Favorite Pins of the Month: <http://www.mrsmiraclesmusicroom.com/search/label/Favorite%20pins?&max-results=20>
 - Facebook chat groups
 - [Kodaly Educators group](#)
 - [OAKE group](#)
 - [AOSA group](#)
 - [I'm a general music teacher](#)
 - Facebook pages
 - [Music a la Abbott](#)
 - [Midnight Music Technology Training](#)
 - [Lindsay's Kodaly-inspired Classroom](#)
 - [Band Directors Talk Shop.com](#)
 - [David Row at Make Moments Matter](#)
- <http://www.mrsmiraclesmusicroom.com/2017/03/social-media-for-music-teachers.html>



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Tools for Music Teachers: Ideas/Materials

Mrs. Miracle

- Twitter (music educators to follow)
 - [@makemomentismatt](#)
 - [@tracyking](#)
 - [@musicattrace](#)
 - [@msmusicd](#)
 - [@canmaestro](#)
- Instagram (hashtag searches and accounts to follow)
 - [#kodaly](#)
 - [#orffposse](#)
 - [#iamamusicteacher](#)
 - [#musicteacherproblems](#)
 - [#instamusiced](#)
 - [@makemomentismattermusicd](#)
 - [@thebulletinboardlady](#)
 - [@singtokids](#)
 - [@anacrusic](#)
 - [@plucky pianista](#)
- YouTube performances
 - <http://www.mrsmiraclesmusicroom.com/2017/03/social-media-for-music-teachers.html>



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Tools for Music Teachers: Ideas/Materials

Amanda Green @ SocialMediaToday

- Practice reminders: Daily Twitter “RT if you practiced today” or a Facebook “Like if you practiced this evening”
- Apps to upload practice excerpts (6-second videos) *Vine* discontinued
 - Viddy* (Free; Android, iOS)
 - Keek* (Free; Android, iOS)
 - Klip* (Free; Android, iOS)
 - Mobli* (Free; Android, iOS)
 - GifBoom* (Free; Android, iOS)
 - Socialcam* (Free; Android, iOS)
- Sharing of performances (YouTube and other sources)
- Reminders and practice tips: “After-school rehearsal next week...” or “Seven-four time equals one-two-three, one-two, one-two”

<https://www.socialmediatoday.com/content/how-music-teachers-can-use-power-social-media>



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Social Media for Teachers: Guides, Resources, & Ideas
by Matt Davis (2013)

- Teacher Guide to Twitter via Edudemic
- Facebook for Educators and Community Leaders
- Using Instagram in an Educational Context
- Educator's Guide to the Use of Pinterest



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More Recent Postings re: Social Media (2017-2020)

- Social Media Posts as Exemplars by Marissa King
- Getting Ready to Teach Next Year by Mary Burns
- Distance Learning Strategies to Bring Back to the Classroom by Sarah Cooper
- How to Keep Students' Attention During a Virtual Classroom by Liz Krulder



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The Ultimate Resource: Edutopia

Specific Applications (2020)

- Flipgrid: 9 New Ways to Use Flipgrid in the Classroom
<https://www.edutopia.org/article/9-new-ways-use-flipgrid-classroom>
- YouTube: How to Make Effective Videos for Learning
<https://www.edutopia.org/video/how-make-effective-videos-learning>
- Anchor & GarageBand: A Way to Promote Student Voice – Literally
<https://www.edutopia.org/article/way-promote-student-voice-literally>



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Since COVID-19: Shared “Toolboxes”

Collaborations with Colleagues (2020)

- NafME: “Virtual Learning Resources”
<https://nafme.org/my-classroom/virtual-learning-resources-for-music-educators/>
- PMEA Council TTR: “Online Music Education”
<https://www.pmea.net/council-for-ttrr/>
- PMEA: “Preparing for the Future”
<https://www.pmea.net/pmea-preparing-for-the-future/>
- Facebook group: “Music Educators Creating Online Learning” curated by Elisa Janson Jones



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Since COVID-19: Shared “Toolboxes”

<https://www.facebook.com/groups/mecol/>

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It's All About Ethics? NASDTEC

Model Code of Ethics for Educators

Principle V: Responsible and Ethical Use of Technology

“The professional educator considers the impact of consuming, distributing, and communicating information through all technologies. The ethical educator is vigilant to insure boundaries of time, place, and role are maintained when using electronic communications.”

National Association of State Directors of Teacher Education & Certification

https://www.nasdttec.net/page/MCEE_Doc

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It's All About Ethics? NASDTEC

Model Code of Ethics for Educators



Principle V: Responsible and Ethical Use of Technology

- The professional educator uses technology in a **responsible** manner
- The professional educator ensures students' **safety and well-being** when using technology
- The professional educator maintains **confidentiality** in the use of technology
- The professional educator promotes **[appropriate] use** of technology

https://www.nasdtec.net/page/MCEE_Doc



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Clean-up & Curate Your Online Presence

☹️ Delete:

- Provocative or inappropriate photographs, videos, or posts
- Posts or photos that include drinking or using drugs
- Discriminatory comments related to race, religion, gender, etc.
- Content that complains about a previous employer or colleague
- Posts that are cynical, grumpy, or mean

😊 Promote a “Positive Persona”

Profile information should reflect your integrity and responsibility, so you should **expand or add content** that:

- Projects a professional image
- Shows a friendly, positive personality
- Demonstrates that you are well-rounded, with wide range of interests
- Models that you have great communication skills


<https://securingtomorrow.mcafee.com/consumer/family-safety/10-easy-ways-to-clean-up-curate-your-social-media/>




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*"People are watching you right now. Like it or not — agree with the intrusion or not — you are being Googled, judged, and analyzed by the body of content you've posted online. Whether you are applying to a college, for a summer job, or even **currently employed**, you can bet someone who matters to your future is on your digital trail."*





McAfee™
Together is power.



— ["10 Easy Ways to Clean Up & Curate Your Social Media" by Toni Birdsong](#)

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10 INTERNET SAFETY TIPS FOR TEACHERS

1	Don't allow possible problems stop you from making the most of technology.	2	Be aware of your employer's internet use guidelines or policies .
3	Develop and publicise internet use policies for your staff, students, and families.	4	Discuss internet safety with your students regularly and authentically .
5	Be a digital citizenship role model including in areas such as research, etiquette, & copyright.	6	Take time to find out how students are using the internet outside of class .
7	Encourage students and parents to talk to you if there is a concern about internet safety.	8	Use sensible email addresses & usernames. Use privacy settings & strong passwords .
9	Don't put anything online you wouldn't want your colleagues, family, & friends to see.	10	Carefully consider if you want to connect with students or parents on social media .

<http://www.kathleenmorris.com/2018/07/25/internet-safety-teachers/>



@kathleen_morris  kathleenmorris.com

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Social Media in Education: Success Story

How is Social Media Transforming the Future of Education?

by Derek Muller (2016)

- Physicist, Filmmaker, Television Presenter, & “a Teacher!”
- Founder of the YouTube channel *Veritasium* which has captured over three million subscribers

How much influence would **you** like to have as a teacher?

<https://www.youtube.com/watch?v=9N9I0yRiIvE>

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"I feel like people over the years are invariably drawn to use these words: **revolutionize** and **education**. And, there's this sort of amnesia that we've had a hundred years worth of these predictions, worth of really groundbreaking technologies that have transformed other areas in our lives, but have failed to fundamentally change the way we do education. So I stand here today as a voice of **caution**, to think that the future of education is not one of revolutions..."

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Social Media in Education: Success Story

A Capella creations (2015-18)

“Circle of Life” from *The Lion King* by Sam Robson

- Arranger, innovator, and performer
- Multitrack recording – single performer and as many as 50 voices at one time



Can you imagine how you could use social media and technology to *inspire* your students?



https://www.youtube.com/watch?v=s_um4Qj4aJA

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Social Media in Education: Success Story

Virtual Choir Live

TEDTALK (2013)

“Cloudburst”

by Eric Whitacre



<https://www.youtube.com/watch?v=cnQFvWDYsJU>

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Result: What was your prediction an hour ago?

Boon
= ??





Nemesis
= ??




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Result: Balancing the Pro's & Con's of Social Media

Boon
= 18





Nemesis
= 12



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