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Preparing a Social Media Policy for Service Pack 11

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Preparing a Social Media Policy for Service Pack 11

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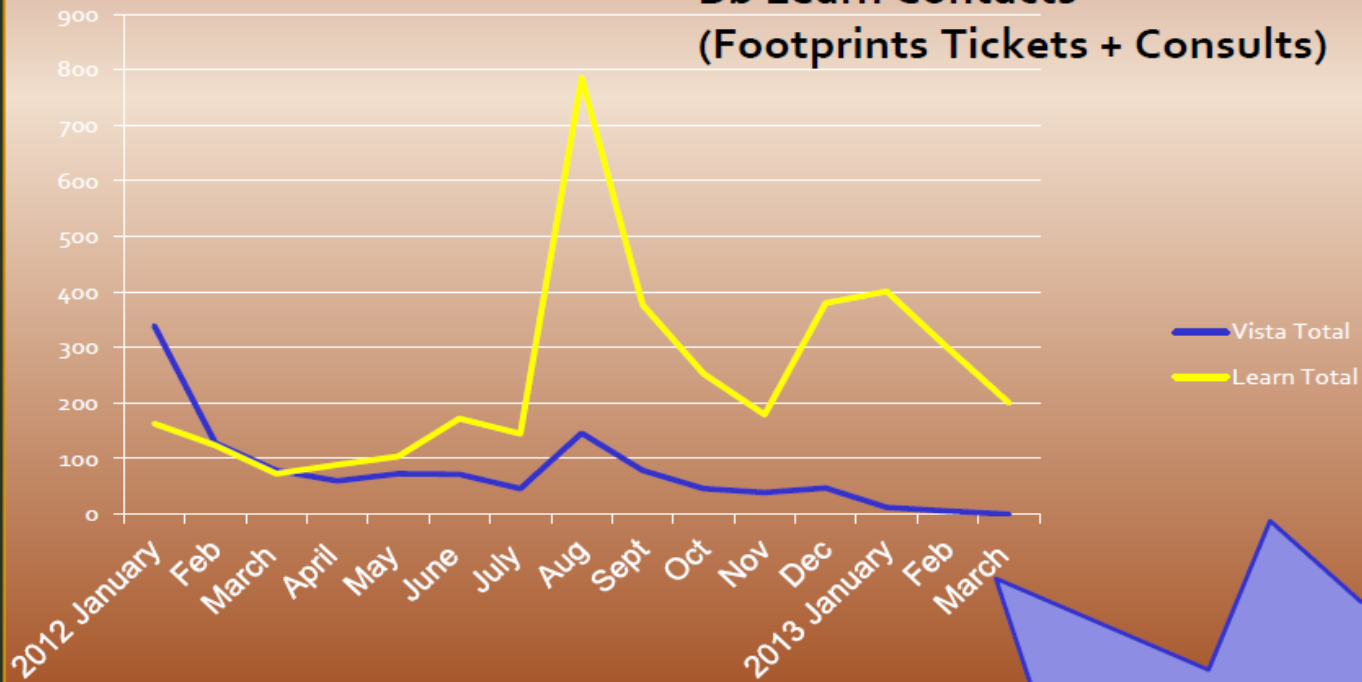


Agenda

- Context
- Bb usage and current status at Purdue
- Concerns for SP11 social media features
- Preparation for SP11 social media features



Bb Learn Contacts (Footprints Tickets + Consults)



We worked
with
instructors
one on one

- Learn contact volume increases
- Vista volume decreases
- Contacts peak before academic terms begin – high point 786 contacts in August 2012

Grand Total Contacts

Learn 3,884

Vista 1,176

(14.5 months – through
mid-April)

Statistics

BlackBoard	2012 through May,2013
Course Management System--student use	75,562
Course Management System--faculty use	6,078
Course Management System--courses managed	9,170
Banner and Vista--average unique users per day	19,683
Banner and Vista--average logins per day	52,635



Bb Social Media Status

- SP 9 now
- Possible move to SP11 implementation in Fall, 2013
- Continue investigating social media



Topics to Consider Prior to Implementation

- The Family Educational Rights and Privacy Act (FERPA)
- The Health Insurance Portability and Accountability Act of 1996 (HIPAA)
- Anti-Harassment
- Intellectual Property
- Copyright
- Violations of Academic Integrity
- Inappropriate Content
- Data retention/security
- Pedagogies



Topics to Consider Prior to Implementation

- The Health Insurance Portability and Accountability Act of 1996 (HIPAA)

Protected health information includes any information that can be used to identify an individual, even if the individual's name is not mentioned. Even though a patient's name is not shared, other information included in the discussion may be enough to identify an individual and, therefore, violate their privacy and HIPAA laws.

- **Do not expect that any information shared on a social media site will remain 'private' regardless of your settings**
- **Do not include topics that may breach the confidentiality of employees**



Topics to Consider Prior to Implementation

- **Anti-Harassment**
 - Creating an intimidating or hostile educational environment, work environment or environment for participation in a University activity;
 - Unreasonably interfering with a person's educational environment, work environment or environment for participation in a University activity; or
 - Unreasonably affecting a person's educational or work opportunities or participation in a University activity.
- **Advise faculty to post a definition of harassment in the syllabus**
- **Syllabus should include language that this definition covers social media activity as well.**



Topics to Consider Prior to Implementation

- Violations of Academic Integrity

Students posting on social media sites as part of a class assignment are bound by the same rules of integrity as students submitting work in any other medium. It is suggested that the following links be placed in the syllabus along with a clear statement that the both the spirit and the letter of these guidelines apply to social media postings made to class sites:

- Purdue University Statement of Integrity and Code of Conduct:
http://www.purdue.edu/purdue/about/integrity_statement.html.

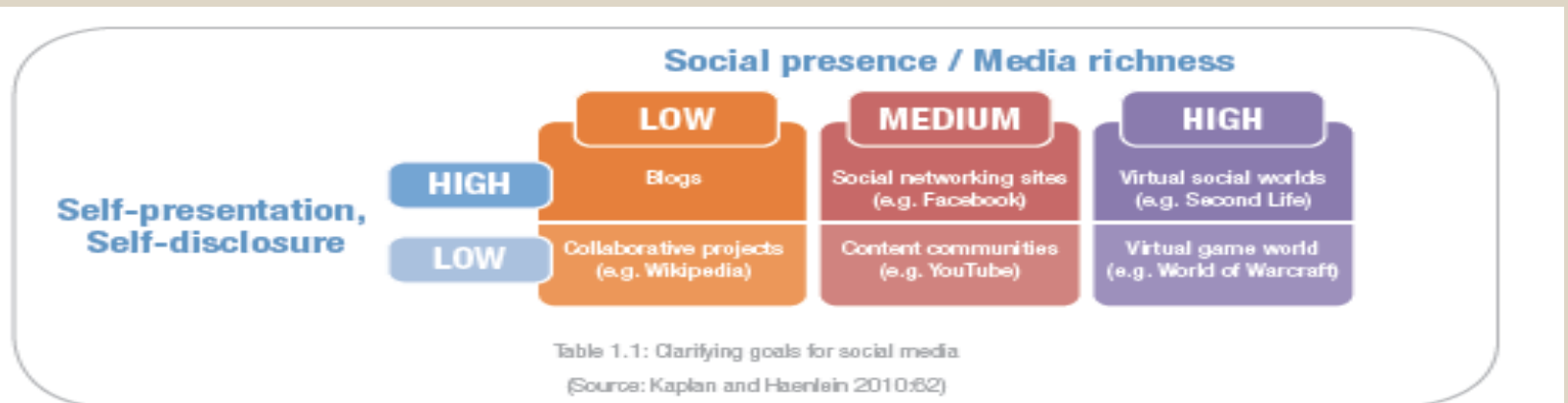
- Academic Integrity: A Guide for Students
<http://www.purdue.edu/odos/osrr/academicintegritybrochure.php>.

- You may wish to include a code of ethics in your syllabus similar to the following example:
<http://k12wiki.wikispaces.com/Social+Networking+Acceptable+Use>.



Pedagogies

- SP11 social media features introduce to faculty new ways to:
 - Communicate and Collaborate with, as well as
 - Present and Organize Information for Students



Pedagogies

- **Communication**
- **Presentation**
- **Collection**
- **Organization**
- **Collaboration**
- **Interaction**
- **Research**



Required Collaborations for SP11



Wei, Akesha, Rob, Chris

More Project Information

<https://sp2010.itap.purdue.edu/tlt/teams/tli/SocialMediaGuidelines/default.aspx>

Thank you!

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If you would like to provide feedback for this session please email:

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