

The Use of Twitter in the Kenosha Unified School District

Twitter Definition:

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

(definition from Wikipedia)

KUSD Twitter Content:

At present, twitter accounts from KUSD schools and related organizations such as PTO/PTA's, exist primarily to serve as a ONE WAY form of communication to followers from the community such as parents, business, etc. The following information is most commonly tweeted:

- Updates such as cancelations, closings, schedule changes, etc.
- PR information such as awards, events, updates.
- Fundraising information- limited to EVENTS that are open to the community and have either a URL or email address for more detailed information

KUSD Twitter Access:

Twitter.com is currently restricted within the KUSD instructional network, however open on the administrative network. At present, only specific twitter accounts within the instructional network are accessible, such as twitter.com/kusd or twitter.com/KusdHomelessEd. KUSD's twitter feed is available on the kusd.edu homepage.

Access to twitter will be allowed for instructional, communication, collaboration and curriculum activities among teachers, administrators, parents and community; however, any individual, school or affiliated organization must know that twitter is a SUPPLEMENTAL form of communication. **Your school's website is the PRIMARY source for information and must be updated regularly before twitter access will be granted.**

Requesting a KUSD Twitter Account:

Contact Joan Roehre at either 359-5918 or jroehre@kusd.edu to discuss and request twitter access.

Naming KUSD Twitter Accounts:

It is strongly recommended that a twitter account created for any KUSD district/school purpose be named so that it identifies KUSD, the school, or the teacher. For example, [@kusdHomelessEd](https://twitter.com/kusdHomelessEd) or [@kusdSomersPTO](https://twitter.com/kusdSomersPTO).

Monitoring KUSD Twitter Accounts:

- Twitter accounts must be monitored **daily** for spambot or inappropriate content or followers.
- Spambot followers or followers with inappropriate tweets should be blocked immediately.
- Unmonitored twitter accounts are subject to instant access revocation if inappropriate followers or tweets are persistent.

When posting twitter information, please keep in mind the following guidelines as well:

- Do not post content that is unlawful, harassing, defamatory, abusive, threatening, harmful, obscene, profane or offensive.
- Do not post personal information for staff or students
- Keep content relevant.
- Do not spam or flood.
- Do not advertise or promote commercial product or services.

Student Safeguards (School Board Policy 1213)

a. No personal information about a student may be included on Web pages published on the District Web site. This includes home telephone numbers and addresses as well as information regarding the specific location of any student at any given time, other than attendance at a particular school or participation in activities. This includes full names of other family members, or full names of friends.

b. Student work may be signed with the student's first name and initial of their last name or just their initials. No pictures may identify students by name unless permission is given in writing by a parent/guardian.

c. Individuals in pictures, movies or sound recordings that are put on the Internet may not be identified. No last names may appear in reference to individuals in any written work, image, movie or sound recording placed on the Web.

d. Published e-mail addresses are restricted to staff members or to a generic classroom e-mail address where arriving e-mail is forwarded to students by a staff member.