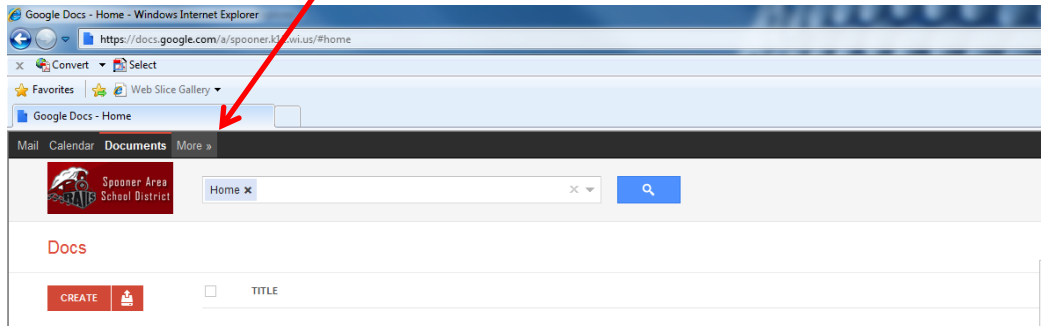


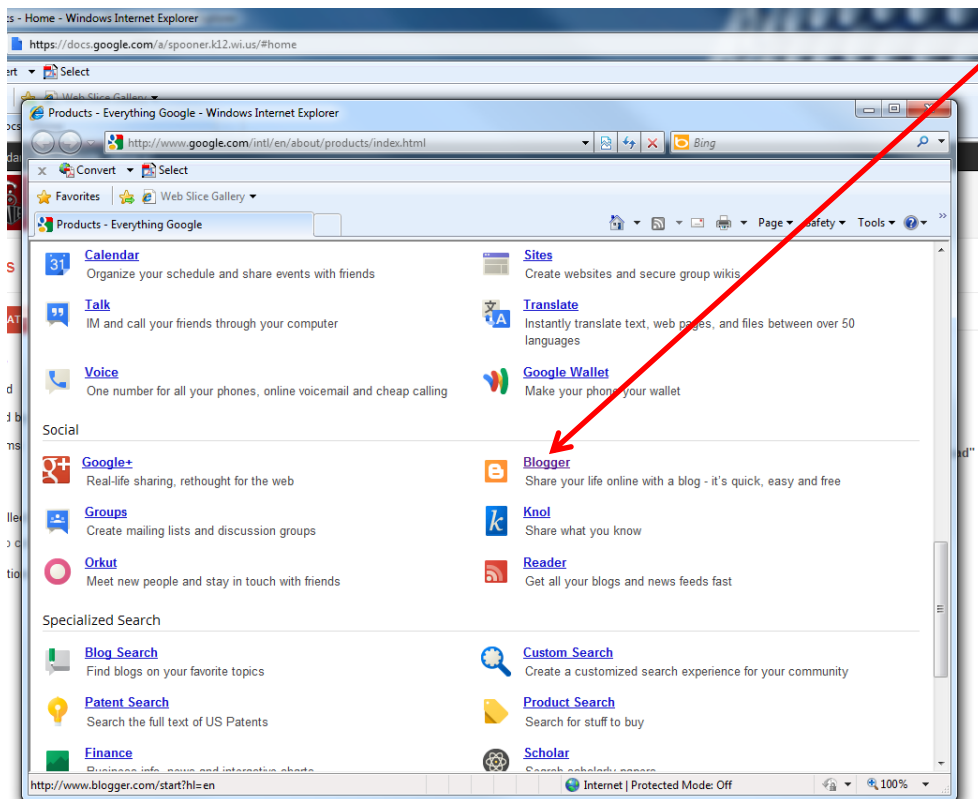
Setting up Your SASD Blog

Use the following steps to setup your Blog.

1. To access Blogger you will need to log into your Google Docs Account
2. Once logged in, click the **“More”** button on Google Docs menu bar. Blogger is also available from the faculty page



3. In window that opens scroll about half way down to the **“Social”** section and click **“Blogger”**



4. At this point you will be prompted to sign in to Google Blogger. Use your Google account and password to sign in.

5. Under sign up steps for Google Blogger you should see the following
 - a. Your school email address
 - b. Your Name

The screenshot shows the Blogger sign-up interface. At the top, there's a blue header with the Blogger logo. Below it, a progress bar shows three steps: 1. SIGN UP (active), 2. NAME BLOG, and 3. CHOOSE TEMPLATE. The main content area is titled "1 Sign up for Blogger" and features the Google Accounts logo. A sub-header reads: "Once you complete this process, you'll be able to log in to Blogger using your Google account email and password." The form fields are as follows:

| | | |
|---------------------|---|---|
| Email address | esteacher@spooner.k12.wi.us | Use a different account |
| Your name | ES Teacher | |
| Display name | <input type="text" value="Mr. Doe"/> | The name used to sign your blog posts. |
| Email notifications | <input type="checkbox"/> Send me feature announcements, advice, and other information to help me get the most out of my blog. | |
| Gender | <input type="text" value="Other"/> | |
| Acceptance of Terms | <input checked="" type="checkbox"/> I accept the Terms of Service | Indicate that you have read and understand Blogger's Terms of Service |

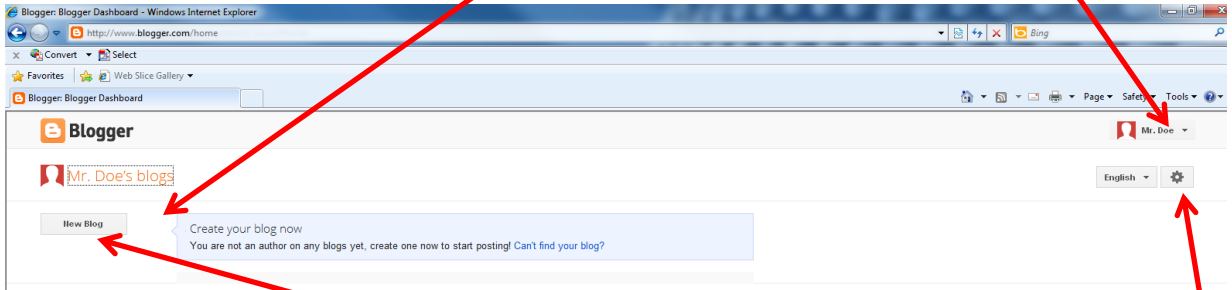
At the bottom right, there is an orange "CONTINUE" button with a right-pointing arrow. Red arrows from the text above point to the email address field, the "Your name" field, the "Display name" field, the "Email notifications" checkbox, the "Gender" dropdown, and the "Acceptance of Terms" checkbox.

6. Enter the following:
 - a. Display name. This will be the name that will be displayed to the public when viewing your blog, i.e.: Mr. Doe
 - b. Email notifications: (Optional) Check if you wish to receive help emails from Google
 - c. Select Appropriate Gender
 - d. Check box to accept terms of service

7. The Blogger Window

Any blogs you create will be displayed here

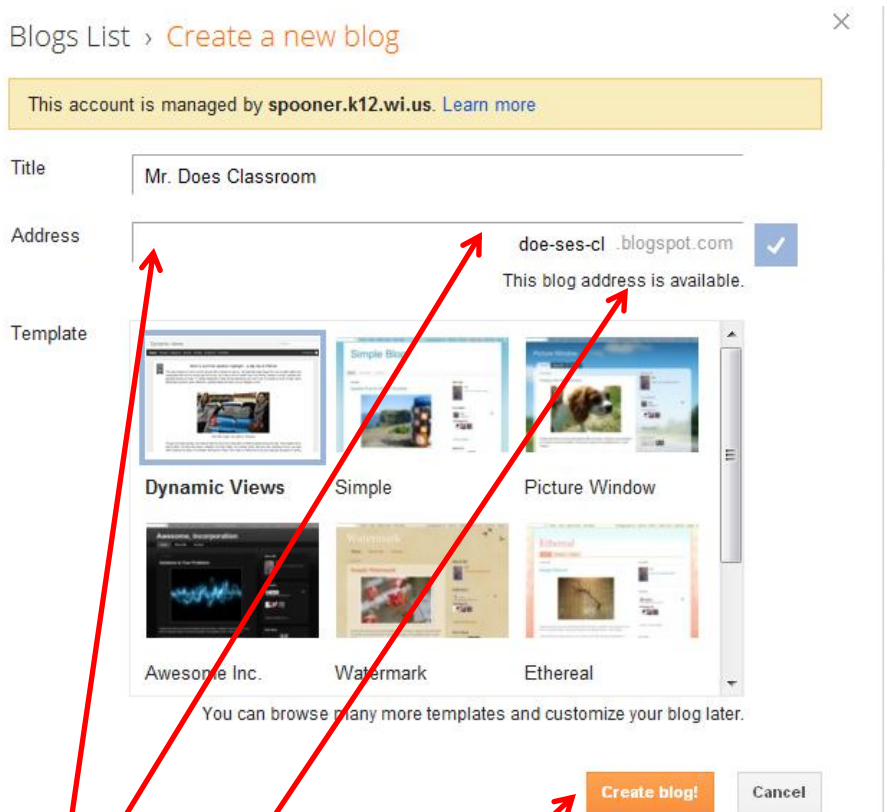
Your profile settings located here



8. To create your Blog Click New Blog button

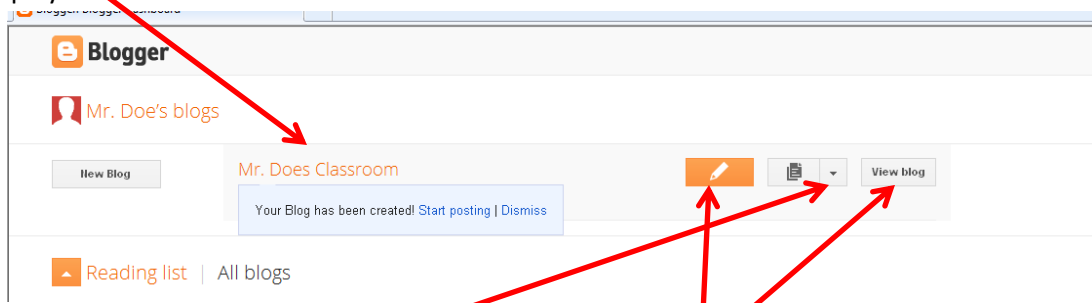
9. In window that appears appropriate information:

Help menus located here



- a. Title: Blog Title that will be displayed publicly to viewers i.e. : Mr. Doe's Classroom Blog
- b. Address: This will be a web link to your actual blog.
 - i. Enter an appropriate name for the blog address like:
 - 1. doe-ses-cl (Classroom blog)
 - 2. Doe-shs-alg2 (Specific class blog)
 - 3. Doe-sms-7thsci (Specific grade blog)
 - 4. Shs-gbb (Specific club or sport blog)
- c. Note: Google will display an alert to let you know if the address you wish to use
- d. Click **Create blog!** Button

10. Your “Home” window for blogs you have created now will come up. Your blog should now be displayed.

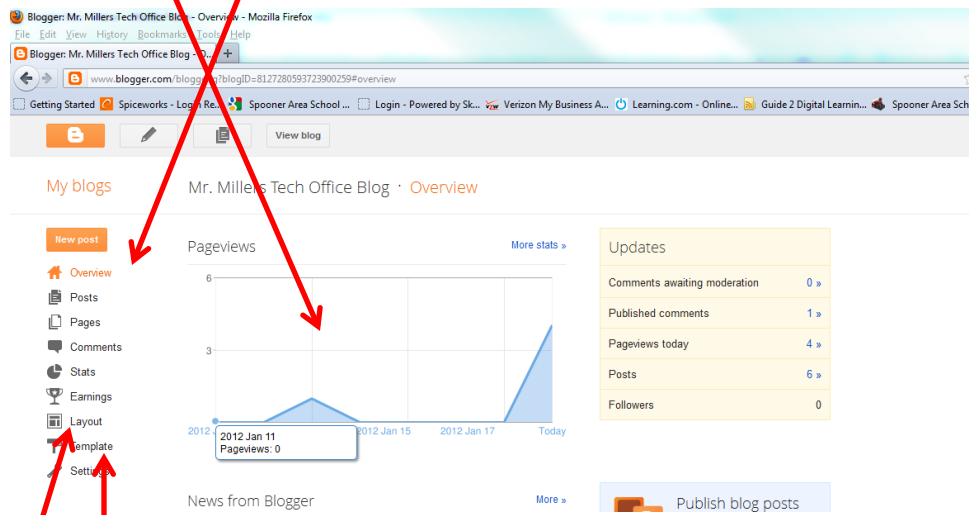


11. At this point you can:

- Begin creating blog entries by clicking on the “new post” button
- View/Review information currently on the blog
- View what your blog actually look like

12. Click on a specific blog title for a blog overview and work area

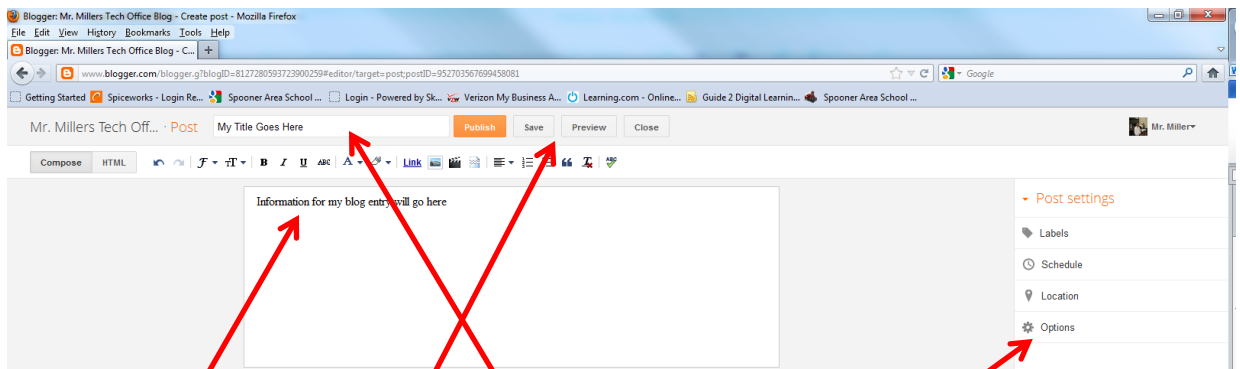
- Main blog menu options
- Work/view area



- Template: Select from multitude of background settings for your blog
- Layout: Customize display of information on your blog

13. Creating a blog post

- a. Click new post from button on screen



14. Recommended steps for creating a post

- a. Create an appropriate title for the post
- b. Insert appropriate text, links, graphics and or videos
- c. Check appropriate options for commenting on posts
- d. Save ,preview and or publish the Post

15. Viewing your blog

- a. Multiple ways to access view or preview buttons from blog screens

16. Help!?

- a. Check out help menus with in Google Blogger
- b. Search “blogger” within Youtube for video tutorials
- c. Submit helpdesks with technical questions

FAQ's

- Q: So now I have a blog. How do I let the world know where it is?
 - A: In a help desk send the address you created for your blog. Tech Office will link this blog address to your Name on the school web site.
 - A: Share address of your blog with friends and colleagues. They will be able find the blog using the address in any standard web browser.
- Q: So what can I post?
 - A: Tech office recommends reviewing district social networking policy guidelines for posting content. More information on this will be forthcoming.
- Q: How often should I post?
 - Post as often as you like. If you will not be posting or monitoring your blog on a regular basis, tech office recommends you communicate this within the blog and disable comments to blog posts

DRAFT Guidelines for Policy # : Social Media Networks

It's your responsibility. What you write is ultimately your responsibility. If it seems inappropriate, use caution. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take time to review these guidelines and try to figure out what's bothering you and fix it. If you're still unsure, you might want to discuss it with your supervisor. Ultimately, what you publish is your responsibility. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Trademark, copyright, and fair use requirements must be respected.

Ensure the safety of students. When employees, especially coaches/advisors, choose to join or engage with these social networking groups, they do so as an employee of the District and have responsibility for monitoring content and addressing inappropriate behavior or activity on these networks. This includes acting to protect the safety of minors online. Employees shall annually disclose to their supervisor the existence and participation in such networks.

Be transparent. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are posting about your work, use your real name and identify your employment relationship with the District. Be clear about your role; if you have a vested interest in something you are discussing, be the first to point it out. If you publish to a site outside the District's network, please use a disclaimer to state in clear terms that the views expressed are the employee's alone and that they do not necessarily reflect the views of the Minnetonka School District.

Protect confidential information. Be thoughtful about what you publish. You must make sure you do not disclose or use confidential information. Students, parents, and colleagues should not be cited or obviously referenced without their approval. For example, ask permission before posting someone's picture in a social network (student photos require parental consent) or publishing a conversation that was meant to be private.

It is acceptable to discuss general details about projects, lessons, or events and to use non-identifying pseudonyms for an individual (e.g., Teacher A) so long as the information provided does not make it easy for someone to identify the individual or violate any privacy laws. Furthermore, public social networking sites are not the place to conduct school business with students or parents.

Respect your audience and your coworkers. Always express ideas and opinions in a respectful manner. Make sure your communications are in good taste. Do not denigrate or insult others, including other schools or competitors. Remember that our communities reflect a diverse set of customs, values and points of view. Be respectful. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory. Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.

Perception can be reality. In online networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a District employee, you are creating perceptions about your expertise and about the District by community members, parents, students, and the general public; and you are creating perceptions about yourself with your colleagues and managers. If you chose to join or engage with District students and families in a social media context, do so in a professional manner, ever mindful that in the minds of students, families, colleagues and the public, you are a District employee. Be sure that all content associated with you is consistent with your work and with the District's beliefs and professional standards.

Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Communication associated with our District should help fellow educators, parents, students, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, do their jobs, solve problems, or understand education better—then it's adding value.

Keep your cool. One of the aims of social media is to create dialogue, and people will not always agree on an issue. When confronted with a difference of opinion, stay cool. If you make an error, be up front about your mistake and correct it quickly. Express your points in a clear, logical way. Don't pick fights, and correct mistakes when needed. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.

Be careful with personal information. Make full use of privacy settings. Know how to disable anonymous postings and use moderating tools on your social media site(s). Astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know, or even re-set your passwords.

Be a positive role model. The line between professional and personal relationships is blurred within a social media context. Educational employees have a responsibility to maintain appropriate employee-student relationships, whether on or off duty. Both case law and public expectations hold educational employees to a higher standard of conduct than the general public.

Don't forget your day job. You should make sure that your online activities do not interfere with your job. Remember that District technologies are provided for educational use. Use of social media for personal use during District time or on District equipment is prohibited.

Citing Sources: The published policies and guidelines of IBM, Intel and Kodak, provided the foundation for Spooner Area School District Employee Guidelines for social media, which were adapted for an educational organization.