

UW Madison Campus Children's Centers Technology/ Social Media Policy

The early education and care centers of the University of Wisconsin and their affiliates recognize the benefits and challenges of using technology (e.g. tablets, computers, digital cameras and camcorders). The following guidelines are in place to ensure appropriate use of these tools, and applications thereof (including but not limited to: cell phones, digital cameras, web pages, blogs, social media such as facebook, etc.) to protect the integrity and best practices of each center.

Photography and Images:

The goals of photos and videos within the classroom setting are to enhance learning, share experiences with peers, assist with authentic assessment of the child's development through play and activities (versus testing) and contribute to the sense of community that the children build with one another. Such images shall never used for monetary gain by any party; nor will they be created without the signature permission of the parent(s) who is enrolling in the program. We ask that parents understand that photograph and video images are a standard and routine occurrence within campus programs, especially in those that utilize photographs in authentic assessment. Therefore, campus programs will all obtain parental permission at the time of enrollment.

Centers will also seek additional authorizations to utilize photographic or videotape images for educational and or publicity purposes. (See below).

The child's name and or identifying information will not be used in any publication or educational use of the image. The child's name will only be used in the creation of the portfolio for the child's family.

Statement of Commitment to Confidentiality

As adults working, observing, conducting research, and/or regularly volunteering within campus centers, we ask that all recognize that they may become privy to confidential information regarding children and families. Therefore, adults in the

Drafted spring 2013, approved August 2013 at Director's Consortium

center will read and sign the NAEYC Code of Ethical Conduct and will abide by all State of Wisconsin child care licensing rules regarding confidentiality.

Social Media Use In the Classroom:

- a. Each center will have a technology statement in their Family and Staff Handbooks that outlines the goals and objectives of the use of social media and screen time in the classroom as it pertains to the curriculum with the children.
- b. The statement will also outline the reasons for using social media (parent communication, internet presence to attract new families, a learning tool for children, etc.) and describe when and how social media may be used.
- c. Adults within the classroom should use technology to communicate with families only during planning times and not as a part of their ongoing time in the classroom to prevent distraction from interactions with the children. “Violation of applicable laws or UW policies may result in disciplinary action up to and including termination.”
- d. All centers will use social media in a respectful way that does not disparage the UW, the center, the staff, parents, or children.
- e. Staff are trained on how to create and maintain different types of social media, and aware that they are representing the UW and the early education and care center.
- f. All staff, student teachers and volunteers will abide by their center’s policies regarding confidentiality and will be responsible for content they create. Content should be brief, professional and focus on the educational goals and objectives that the center has established.
- g. Volunteers, staff and families will not be allowed to store pictures, video or sound on their personal devices. Student teachers will be expected to immediately delete any pictures; sound or video information collected for class requirements at the conclusion of the class, and will agree to this in writing.

- h. Technology may? be used to enhance the classroom curriculum, (e.g. researching a topic on the internet with a small group, using a handwriting or math app. to provide for individual learning needs, communicating with friends in different parts of the world on education-related topics).

For Staff:

- a. All staff involved in the use of social media, whether for personal use or use within the center as a part of their learning experience, will be aware and respectful of the policy, views and opinions of families, the center, and the UW.
- b. All staff will be aware of the possibility of all content being shared with extended family, co workers, and parents and staff from other classrooms within the center. Therefore, all information disseminated will be consistent with the professional standards of the UW early care and education centers as expressed within this social media policy and the center handbook.
- c. Staff will use digital technology and social media in accordance with any existing policies of the UW. Violation of applicable laws or UW policies may result in disciplinary action up to and including termination. Any communication or content published that causes damage to the setting or any of its employees, children or families may be considered misconduct and could lead to termination.

For Families:

Each family will receive the social media policy which outlines how video and photographs will be used by the program and will have a signed consent form on file at the center. Families seeking an exception to this policy must address the issue specifically and individually with the Program Director and a written exemption may be implemented.