Facebook for
Educators & Community Leaders
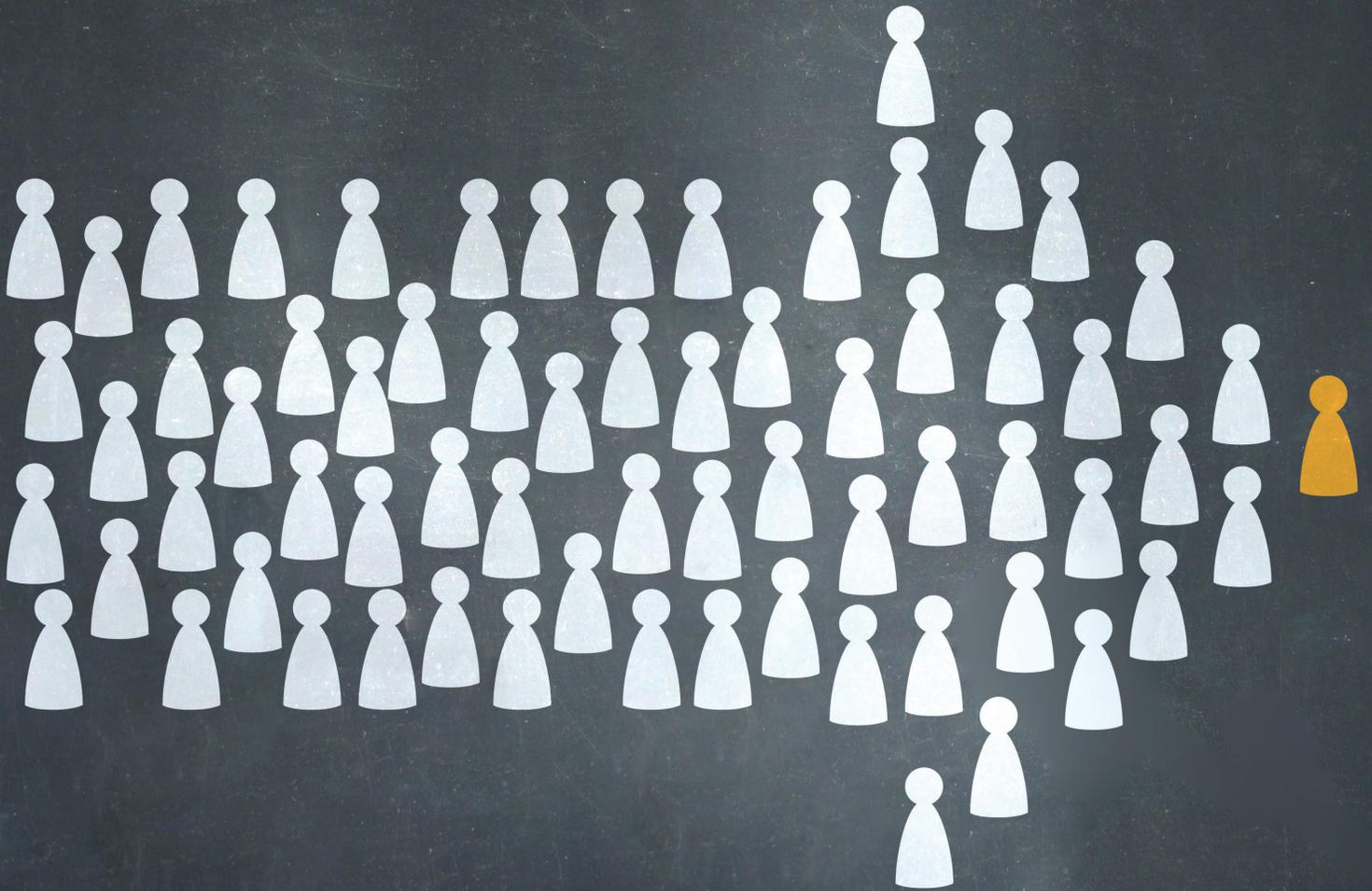
Facebook's Mission:

Give people the power to share and make the world more open and connected.

contents

introduction:

Today's teens were born into a digital world. They are connecting, sharing, and learning through the latest advances in technology.

This is creating a vibrant world full of interactivity and learning, where young people make new things and connect in ways that enrich their lives in the classroom and in their communities.

Educators, community leaders and advisors play an active role in guiding teens.

This guide is here to help you understand the digital world, and Facebook in particular, and be a supportive partner in assisting teens as they navigate it.

Safety, privacy and digital literacy and citizenship are important conversations where everyone plays a role. We invite you to join the conversation on the Facebook Family Safety Center at **www.facebook.com/safety**.

—The Facebook Team

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teens & social media – the basic principles

Adults in teen's lives need to be supportive partners so that teens make safe, smart and responsible choices.

By all accounts, teens are mindful of how to behave and interact using social media. The vast majority of kids are interacting with each other online in a healthy and productive way. They are joining groups. They are chatting together. They are talking about their hobbies, sports, and favorite pop stars.

Research

According to a 2013 Pew Research Center study, teens are taking steps to protect their privacy. The survey finds:

- **60%** of teen Facebook users set their Facebook profiles to private and most report high levels of confidence in their ability to manage their settings.

- **89%** of teens say managing their Facebook privacy settings is 'not difficult at all' or 'not too difficult'.

- The study found that Teens are cognizant of their online reputations, and take steps to curate the content and appearance of their social media presence.

Here are a few pointers to help you understand teens and social media:

1 **Understand their world** – Sometimes adults think about the difference between online life and offline life, but for teens, it's just life. Just as teens are playing on the soccer field or interacting with other kids at school, they will be interacting online too. Social media is an extension of life.

2 **Show respect** – It's important to show teens a level of respect as they create a space online that allows them to communicate and express themselves. If you are connected with them on social media, show them the same respect that you show them in other public situations – this is not the place to correct their grammar or spelling, or to berate them in front of their friends.

3 **Know the age restrictions and use guidelines for the networks they use** –It is against Facebook terms for anyone under the age of 13 to have a Facebook account, and we want the adults in teens' lives to understand this restriction and enforce it. People can always report underage activity to Facebook, and we review those reports and take requisite action to enforce our terms.

4 **Encouraging teens' critical thinking** – One of the best pieces of advice to give a teen using any social media platform is to think before they post. Even though Facebook has great tools to delete content or remove a post, take the opportunity to remind them that anything they post – whether on Facebook or anywhere on the Web – can be copied, pasted and sent around in ways that they did not intend. If they have any doubts about whether, down the road, they will be comfortable with something they post, it's better not to post it in the first place.

– Rosalind Wiseman, Author, *Masterminds and Wingmen*

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the Facebook community standards

Facebook's Community Standards govern how the more than a billion Facebook users throughout the world should interact with each other on Facebook.

Since Facebook gives people around the world the power to publish their own stories, see the world through the eyes of others, and connect and share wherever they are, these guidelines play an important role in balancing expression with helping protect people from harm.

It's important that you become familiar with these Community Standards so that you can guide teens and help them understand how to conduct themselves on Facebook. Facebook's Community Standards include guidelines in:

- Violence & Threats
- Self-Harm
- Bullying & Harassment
- Hate Speech
- Graphic Content

- Nudity & Pornography
- Identity & Privacy
- Intellectual Property
- Phishing & Spam
- Security

Read more about our Community Standards at:

https://www.facebook.com/communitystandards

did you know:

Facebook is based on real names and authentic identities. Facebook requires that its registered users represent who they are in the real world. It's the most basic safety tool. The reason for this is simple: when people are accountable for their actions, they are more likely to behave well and treat each other with respect. On Facebook, the connections are real and authentic. If anyone discovers a user posing as someone else, they should report it.

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reporting abuse on Facebook

We rely on the people who use Facebook to report conduct and content that violates our Community Standards. With so many people around the world, Facebook is equivalent to the world's largest neighborhood watch system.

Reporting Community Standards Violations to Facebook

You can report content on Facebook that you think may violate our standards right where the violation shows up. You can report a status update on a friend's Timeline. You can report a story in your News Feed. You can report a photo someone shared. You can even report an entire Page.

Reporting to Your Community: Social Reporting

Sometimes, although content or conduct doesn't arise to a Community Standards violation, people want to bring them to the attention of their Facebook community. To help in these situations, we developed Social Reporting, which lets people use Facebook's reporting tools to communicate with a member of their community that a particular piece of content made them feel uncomfortable. If you see something on Facebook that you don't like and which doesn't violate the Facebook Terms, you can use the report links to send a message to the person who posted it asking them to take it down.

In certain cases, such as bullying or harassment, you may not feel comfortable reaching out to the person directly. In these cases, you can use the same tools to reach out to a parent, teacher or a trusted friend.

Here are some things that Social Reporting can help you do:

- Remove a tag
- Talk to the user posting the content
- Reach out to someone in your community for help
- Unfriend or block the person

bullying intervention & prevention

Bullying is a difficult issue that impacts our kids. Educators and advisors need to reinforce the message that bullying, wherever it occurs – on the schoolyard, in the community, or online – is unacceptable.

On Facebook, we have a wide array of tools to help people intervene when bullying occurs and to create a climate where bullying is prevented.

Terms & Reporting

Bullying and other harassment violate our Community Standards. When you see bullying content or conduct, you should report it to Facebook using our tools and links to report abuse. We prioritize abuse reports for bullying, so they are responded to more quickly.

Social Reporting

We're innovating in the bullying prevention arena with tools like Social Reporting, which gives people an opportunity to work out their differences.

Education

We're deeply involved with the bullying prevention community. We work with experts in the fields throughout the world.

did you know:

The Stop Bullying: Speak Up campaign, created by Cartoon Network, is helping change the climate by reinforcing the notion that bullying is uncool. Since the campaign launched on Facebook, more than two million people are following the campaign, which features a pledge for adults and students to speak up when they see bullying occur.

The Girls Scouts' Be a Friend First curriculum helps girls explore thorny issues like peer pressure, stereotyping, gossip, and cliques through engaging role-plays, creative writing, games, and discussion exercises.

**CASE STUDY:
DANIEL CUI,
HIGH SCHOOL GOALIE**

Creating a bullying prevention climate in schools

High-school goalie Daniel Cui missed blocking a game-losing kick, and was subsequently harassed by other students. In reaction, Cui's classmates used Facebook to have his back by uploading his picture to their Facebook Timeline, showing solidarity with him.

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privacy & controlling your information

We've designed Facebook with privacy controls at the center of the experience so that people can choose what information they share and with whom they wish to share that information.

In Line Privacy Controls

We believe in the power of contextual, in-line privacy so that people can decide at the point of sharing who should see their content.

When you post a photo or video, share a link, or write a status update, you can choose the appropriate audience for that post. This makes it easy to ensure you're sharing a post only with the people with whom you want to be sharing.
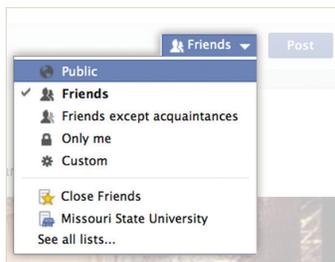
Activity Log

The Activity Log is a powerful tool for controlling your information. Your activity log lets you review and manage what you've shared on Facebook. With your activity log, you can manage who sees your content across Facebook, including in search results. No one else sees your activity log.
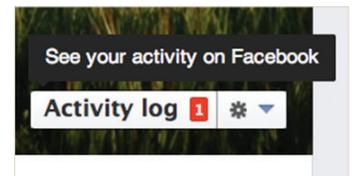
Privacy Settings

Reviewing your privacy settings and encouraging the teens in your community to do the same is one of the most crucial components to keeping all of you safer online. Make sure you consider your audience when sharing content on Facebook and elsewhere on the Internet. Sometimes we forget how broad the potential audience can be, thinking we are only communicating with the people we are thinking about. Facebook makes it easy to enforce your audience and privacy choices by using the simplified privacy settings found at www.facebook.com/privacy.

did you know:

You can check out your Privacy Shortcuts by looking for the lock icon at the top of the page. These shortcuts give you quick access to some of the most widely used privacy tools and settings.

Facebook Groups

Many educators, advisors, and community leaders want to use social media, but want to share interests and thoughts with a smaller group with common interests. Facebook Groups are a great solution.

Facebook Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. It's a mini-community within Facebook's network.

When you create a group, you can decide whether to make it publicly available for anyone to join, preapprove members or keep it private and by invitation only. New posts by a group are included in the News Feeds of its members, and members of the group can interact and share with other members of the group.

Groups range widely, from members of a church group, school or athletic team organizing activities to serious topics on politics and world events.

did you know:

Facebook Groups is a great tool for teens too. From groups for soccer teams to study groups, Facebook Groups help teens use Facebook appropriately.

Helping educators connect with their school communities

JULIE GOLER
HIGH SCHOOL ENGLISH TEACHER
BEVERLY HILLS HIGH SCHOOL, CA

Julie Goler, an educator at Beverly Hills High School, uses Facebook to host discussions among her sophomore honors English students. By creating Facebook Groups for her classes, Goler says she's found an easy online place for students to ask questions, both of her and of their fellow classmates. And since most of her high schoolers are already on Facebook, it's easy for them to weigh in with tech tips, questions about the homework or suggestions on tackling a paper. The result is a discussion that Goler can moderate.

developing social media guidelines

Many educators and advisors are interested in leveraging social media in the classroom and in the community, but are looking for more information on how to create social media guidelines that meet their community's needs. Facebook collaborated with Edutopia to help you as you create your social media guidelines.

1. Examine your community's culture

When setting out on this journey, it is important to understand the prevailing beliefs about social media in your community. How are social media products currently being used by students? By teachers? By administrators and parents? By the broader community? How can they be leveraged for better communication? What are the fears and opportunities around social media in your community?

2. Organize a team

This team should include people who use social media – in the classroom, in the community – and those who do not. For example, one school district chose to have a teacher and administrative representative from each grade level in the district, along with their heads of instruction and technology, school attorney, and two student representatives. You have to find a combination that works.

This team should be open and transparent in all their conversations and decision making, and be clear about their shared goal. Establish a website or webpage for the posting of notes, resources, and minutes from the meetings.

3. Research

Your team should begin by evaluating the current policies that are already in place in your school, district and community. Many districts already have policies in place that cover the acceptable use basics – so they only need to add guidelines to help crystalize learning

opportunities. Because the social media landscape changes quickly, this is often the best approach.

Next, the team will want to examine the social media guidelines from other institutions. You will want to involve your school or organization's attorney in the draft process to make sure that you are within your current local and state policies.

4. Draft your document & incorporate feedback

Now your team will take all the information you've gathered and create a document. This can be the most challenging part of the process and you can expect many drafts and revisions.

For example, one school district posted their drafts to a school wiki, where anyone on the team could contribute. There were also opportunities for other teachers, administrators, and students to make comments or bring up other items for consideration.

Schedule meetings to talk to school staff, administrators, parents, and community members face-to-face.

5. Make sure the organization's attorney & governing body sees the draft

Your organization's attorney will ensure that you are not violating any current policies, laws, or ordinances. Your governing body might want to review your document, and if you are changing policy, they will want to discuss and take a vote.

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developing social media guidelines

6. Introduction to the community

Now that all stakeholders have signed off on your guidelines, it's time to roll it out to your greater community. Every member of your team should be tasked with talking to specific groups and/or schools. Take the time to educate your students, faculty, staff, parents, and community about what the document means to them. If you have been open and transparent from the beginning, this will be an easy step.

7. Review periodically

Your new guidelines should be a living document and should be revisited often. Social media products change. Your culture will change. Policies will change. Your team needs to look at your document at least annually to determine whether it is working and whether any adjustments need to be made.
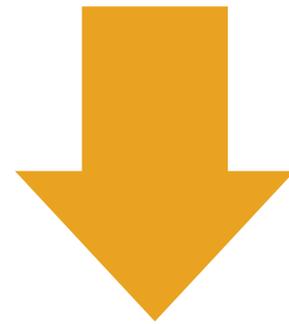
Visit Edutopia.org for more guidance on creating social media guidelines.

www.edutopia.org

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TIPS FROM: FOSI's PLATFORM FOR GOOD

promoting digital citizenship

Educators, advisors and community leaders want to guide teens on making safe, smart and responsible choices so that they are equipped with the knowledge to do this wherever they are: offline in the school hallway or online using social media.

1. Educate yourself

Stay informed about the websites young people are visiting, activities they're engaging in online, and the latest online challenges facing them. Arm yourself with information that allows you to start a conversation about being a good digital citizen. Ask them what they like to do online and learn about new and fun apps and sites.

2. Build your skills and get teens to help you

Young people need effective digital literacy skills to become confident digital citizens. Stay committed to continuously building your own cyber skills and knowledge to help support and guide young people.

3. Focus on the good

When online, young people need an environment that provides safeguards, while also offering the freedom to take advantage of the many benefits of using technology for good. Share and praise young people who use technology to inspire, connect, and change their community and even the world.

4. Connect with other adults

Adults often look to each other for guidance about how to raise good digital citizens. Encourage parents to talk about online behavior with their kids and family can help them set expectations.

5. Start the conversation about safety practices

It's important to provide protections for young people without stifling the type of innovation that will lead to more digital opportunities. Encourage parents to use age-appropriate filtering, blocking, and monitoring software on all Internet-enabled devices used by young people, including laptops, wireless phones, and video games. It's also key to talk to teens about privacy settings and managing how much information they share online.

6. Show balance

Teach young people the importance of balance. Though technology can be an amazing tool for learning, growing, socializing, and creating change, sometimes you need to unplug to maintain healthy relationship with technology. Model good behavior and show young people that it's important to build in some tech-free time once in a while.

To learn more about creating digital literacy and citizenship skills among teens,
visit FOSI's Platform for Good
www.aplatformforgood.org

wired SAFETY

promoting digital hygiene

Digital hygiene isn't about electric toothbrushes. It's about keeping digital devices, accounts, personal information, files and access secure. Think of it as self-defense. Teach teens that most digital problems can be avoided with preparation.

1. Keep your devices clean

Keeping devices 'clean' means avoiding spyware and other malware, such as viruses and other applications designed to harm your devices or data.

Spyware and malware can be installed on your device in several ways. The most common are by clicking on a link, sharing a flash drive or storage device, or downloading or accepting a digital file. Malware is designed to harm your device or data. Spyware is used to "spy" on you, your files and what you do with your device. Some spyware can even give others access to your device by remote control.

Luckily, these are easy to avoid if you are careful and think ahead. Most good security programs offered by well-known security software providers will help spot and remove most spyware, keep others out of your devices and files and prescreen for malware. Just make sure they are correctly configured and set to update automatically to keep you and your devices protected. Most work for computers, but some also protect mobile devices from spyware and viruses.

2. Protect your password

Don't share password – Remind teens that giving out their password is like locking their door, but giving someone the key and burglar alarm code. Teach teens to make it a rule to never share passwords. And if they do, it's important to act fast, especially when relationships change. Tell them to choose a password that is easy to remember but hard to guess, and that the faster they act to lock out others from their accounts, the better.

Make passwords hard to guess, and use different passwords for different sites –Tell them that if they rarely use different passwords for different sites or purposes, once someone has it for one network, they have it for all networks. Too many account intrusions arise just because the password was easy to guess, such as the word 'password' or '12345'.

Use passwords to lock devices and files – Educate teens to use passwords to lock their devices when not in use and to protect sensitive files, folders and features.

3. Authenticate their device

Help teens understand how to help prevent their account from being accessed by someone from a different device. On Facebook, have them consider authenticating their device by letting Facebook know which devices they use.

4. Protect their reputations

Teach teens to be mindful how they are seen in public by using search engines and social media sites to look themselves up. Have them search for their whole name. Search for cell number, screen names and email addresses. Search for nicknames and home address. Then set an "alert" to send a message any time the search engine finds this information online. The faster they know about something that is posted about them that shouldn't be, the faster they can do something about it.

For more information about helping teens practice good Digital Hygiene, please visit WiredSafety at
www.wiredsafety.org

facebook

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TIPS FROM: CONNECTSAFELY.ORG

mobile

Smartphones can do pretty much anything a computer can and then some. They have cameras. They can share their owner's location. They're always connected, and they're always with their users – including school. Whether for using Facebook or just about anything else a kid wants to do, there's likely "an app for that."

1. There's a lot to respect about kids' use of mobile tech

It's increasingly woven into young people's lives. It's what they use to socialize, get homework help, stay in touch with family, play games, find information and so much more. And research shows they're pretty smart about privacy and other protective phone settings. As educators, your role is to understand and support kids' constructive use of mobile technology.

2. Mindful phone use is safer phone use

It's the same as on a computer, only sometimes people can be a bit more spontaneous when using a phone's social apps or photo- and location-sharing capabilities. Spontaneity allows for so much to be captured and shared, which can be positive or negative. Encourage critical thinking about how and what people post or share is a reflection on them *and* has impact on others.

3. Mobile phones can share users' location

Some apps have location-sharing features, which is great when people are sharing whereabouts with family and friends. You can help students remember to use geolocation technology wisely and check frequently to be sure they're only sharing their location with people they trust. They should be aware of and know how to disable apps that are tracking their location for marketing purposes and to make sure their photos aren't automatically "geotagged" with location information.

4. Settings can increase privacy and security

Smartphones have privacy and security settings that control access to specific information, such as which apps can access contacts, calendar or location. Encourage students to check their settings and change them if necessary. Students and teachers should lock or password-protect their devices to prevent others from snooping or using their phone to impersonate them or share their photos.

5. Apps sometimes do more than they advertise

Smartphone and tablet users usually download apps for specific purposes – to play a game, make a photo collage, or find new tunes – and don't always consider what else the app might do. Sadly, there are some apps that collect users' information and sell it to marketers or, worse, even to criminals. Mobile users should download apps only from reputable app stores and – even then – check reviews, ratings and whether they have privacy policies. Encourage students to delete apps they're not sure they can trust.

For more on safety, privacy & security
and the latest kid-tech news & analysis, visit
www.ConnectSafely.org

resources

Facebook has many tools and resources for Educators and Community Leaders. Our goal is to enable you to connect with your wider community.

Facebook Groups

Facebook Groups are places where people share with a certain subset of people on Facebook.

In the Classroom

- Create a classroom discussion to extend what students are learning in the classroom
- Create a connection with the parent community
- Create a learning and professional development network with other educators

In the Community

- Use groups to create a conversation with core supporters
- Use groups to mobilize your community leaders

To learn more or create a group go to **www.facebook.com/addgroup**

Pages

Facebook Pages enable people and organizations to share their stories and connect with people.

In the Classroom

- Use a Page to set up a presence for your school on Facebook
- Enable parents researching schools to get a better understanding of the school culture through this page

In the Community

- Use the Page to grow and engage with your supporter base
- Post stories and create events

Create a Page at **www.facebook.com/pages**

Privacy Controls

Facebook enables people to control who can see the content they post.

In the Classroom

- Use privacy controls to set boundaries between work life and personal life
- Use Friends Lists as a way to control the audience of your posts

In the Community

- Understand the privacy controls so that you can guide teens

Check out your privacy settings at **www.facebook.com/privacy**

supporters

Safety is a conversation. Thanks to these organizations and collaborators in helping us create The Facebook Guide for Educators and Community Leaders. We encourage you to check out their resources.

A PLATFORM *for* GOOD.ORG

ConnectSafely
Smart Socializing Starts Here™

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girl scouts
of northern california

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IC XC NI KA

PACER's National Bullying Prevention Center®
The End of Bullying Begins With You | PACER.org/Bullying

UNITED STATES CONFERENCE OF CATHOLIC BISHOPS

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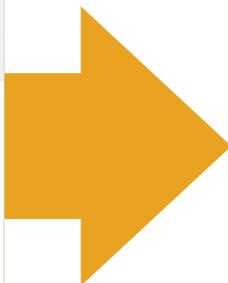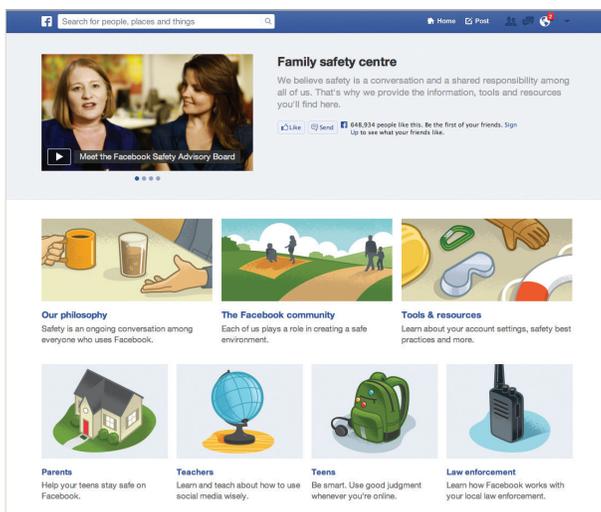
To learn more about safety,
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www.facebook.com/safety