



Miami-Dade County Public Schools

giving our students the world

Superintendent of Schools

Alberto M. Carvalho

Miami-Dade County School Board

Perla Tabares Hantman, Chair

Dr. Lawrence S. Feldman, Vice Chair

Dr. Dorothy Bendross-Mindingall

Susie V. Castillo

Dr. Wilbert "Tee" Holloway

Dr. Martin Karp

Lubby Navarro

Dr. Marta Pérez

Raquel A. Regalado

March 2015

Dear parents/guardians:

Students are growing up with technology at their fingertips. The way they communicate has greatly evolved in the past decade, and social media has become one of the easiest, quickest, and most common ways to share information.

Through a variety of programs and activities, we are promoting the responsible use of social media among students and educators. We are asking you to help us create awareness about this important topic. As a parent, you play a vital role in your child's education and we want to provide you with the resources to help you navigate the ever-changing world of social media. Through The Parent Academy, you have the opportunity to attend workshops to learn more about social media and the digital world as part of a learning environment. For more information on workshops in your area, visit <http://theparentacademy.dadeschools.net/>, and click on the "Events" tab.

We are also attaching an informative flyer that shares tips on how to protect your child's online reputation. We hope you will review these helpful tips at home.

Social media networks are here to stay. We have embraced this new method of communication, but we also understand that there are potential risks involved, so we must focus on properly educating students. We hope we can count on your support. Please be sure to speak to your child about the importance of using social media responsibly.

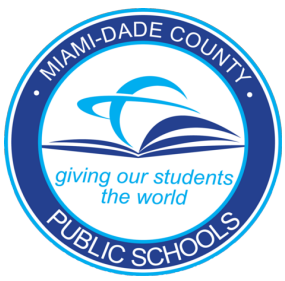
Sincerely,

Alberto M. Carvalho
Superintendent of Schools

AMC:dl

L732

Enclosure



SOCIAL MEDIA

how to protect your online reputation



Digital Footprint: Your online interactions leave a permanent trail. Anything you post online cannot totally be erased, even if you delete it. Colleges and recruiters, prospective employers, even your parents check your social media presence.



Intelligent Dialogue: Display your leadership skills and enhance your online credibility by engaging in meaningful conversations. If an issue or concern demands attention, it is okay to speak up in a socially responsible manner.



Relevant Content: Post unique and interesting content. Be authentic and engaging. Post content that will add value to your social media presence.



Positive Networking: Use social media to stay connected with friends, family, alumni and others who share your same interests.



Appropriate Content: Use your common sense. If the content you are posting is defamatory, sexually explicit, illegal, vulgar, confidential or plagiarized, then it is not appropriate for social media.



Highlight Skills: Showcase your unique skills and interests by sharing all the great things about you, such as clubs you are involved in or community service projects.



Protect Your Image: Manage your digital identity. Your online activity should reflect your personality and how you want to be perceived, so don't post material that can ruin your reputation.



Be Image Conscious: Do not post photos or videos that you wouldn't want your grandma to see. Make sure you are aware of all of the photos and videos you are tagged in and that they pass the same test.



Think Before You Post: Don't post anything online that you would not say to someone in person in a public place.



Words Can Wound: Say NO to cyber bullying!