**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes: Ethics of Social Media**

**Identification**

* Reporters need to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ themselves as reporters so other users understand that their comments may be published; it is unethical to remain anonymous as a reporter
  + This is especially important when posting from your own account.
* Make sure you \_\_\_\_\_\_\_\_\_\_\_\_\_ people that you used social media when you finish your story
  + Italics at the end of an article: *Social media outlets were used as reporting tools for newsgathering in this story.*
* Have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ publications accounts; reporters should not use their own accounts for publications business
  + Try to use official accounts for publications business as much as possible, and be VERY clear about your intentions if you use your own social media accounts
* Do NOT post content from class on your own social media accounts (e.g. photos)
  + Generally, content belongs to the publication
  + The audience should see these creative works in print

**Audience Interaction**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Very little case law exists for the use of social media in schools for publications purposes
  + People have a tendency to say things on the Internet that they would not say in person
* Have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ policy
  + Encourage free discussion, but work to avoid causing a school disruption as much as possible
* Remember the 4 P’s: Be professional, personal, polite and positive. Have fun.
* Keep posts/responses brief, but make sure you answer questions and are complete.
  + Make corrections and respond to criticism quickly, concisely and tactfully; don’t argue.